

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Thursday(12)

ABC- 8-8:30pm EST; SPECIAL; Betty Crocker Homemaker of Tomorrow; LIVE Philadelphia remote to WABC-TV(NY), to the net, no. of stations indefinite. § Sponsor- General Mills, Inc (Institutional, Betty Crocker) thru Knox Reeves Advertising, Inc(Minn). § Pkgr- ABC with General Mills; Prod- Fred Heider(ABC); Dir- Marshall Diskin; Music Dir- Paul Whiteman. § Hal March is m.c. for the telecast which will introduce "Betty Crocker's" All-American Homemaker of Tomorrow, chosen thru a nationwide contest involving 256,000 high school senior girls in 10,222 schools. The program will originate from the Bellevue-Stratford Hotel in Philadelphia, with Paul Whiteman leading the orchestra and Johnny Desmond as vocalist. The program is a one-time special in the time spot formerly occupied by Life is Worth Living (last show April 5).

#### Saturday(14)

ABC- 3-4pm EST; SPECIAL; Commissioning Ceremonies of U. S. S. Saratoga; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr & Prod- ABC-TV News; Dir- Hal Davis. § Don Goddard describes the commissioning of the new 60,000-ton aircraft carrier, second of the Forrestal class, at Brooklyn Navy Yard. Secretary of the Navy Charles S. Thomas is the principal speaker. Music will be provided by 100 midshipmen of the Naval Academy Glee Club. The program is in open net time.

### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EST) April 12; musical revue, with Frankie Laine and Joe E. Brown as co-m.c.'s (See page C for cast credits); Prod & Dir- Ralph Levy; LIVE from KNXT(LA); (COLOR).

NBC- Max Liebman Presents (Every 4th Sat, 9-10:30pm EST) April 14; "Marco Polo," starring Alfred Drake and Doretta Morrow; LIVE from WRCA-TV(NY); (COLOR).

The Sunday Spectacular (Every 4th Sun, 7:30-9pm EST) April 15; "Salute to Baseball," with Art Linkletter as exec producer and m.c.; Prod- Alan Handley; LIVE and FILM, from KNXT(LA) & WRCA-TV(NY); (COLOR).

Wide Wide World (Approx every other Sun, 4-5:30pm EST) will no longer be listed here because of the frequency of its appearance.

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THIS WEEK





## OTHER NETWORK CHANGES & ADDITIONS

ABC- Outside U. S. A.; RETURN April 8; Sun, 10-10:30pm EST; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY); Prod-Editor- Vincent Dempsey; Dir- Marshall Diskin. § Quincy Howe returns as commentator of this documentary series, giving background information on stories from foreign countries. The program originally debuted Sept 1, 1955, and went off the air temporarily on March 12. The program replaces a network film series in its new spot.

CBS- Sunday afternoon schedule changes, effective April 15: Front Row Center, 3:30-4:30pm EST (previously, 4-5pm); Adventure, 4:30-5pm (previously, 2:30-3pm); Face the Nation, 5-5:30pm (previously 3-3:30pm); The CBS Sunday News, 5:30-6pm (previously, 3:30-4pm).

CBS- The \$64,000 Challenge (Sun, 10-10:30pm EST) Add "Bill" Fox as m.c.

Let's Take a Trip (Sun, 12noon-12:30pm EST) John Harlan is "guide" for three programs telecast from the West Coast; April 8, 15, 22; replacing "Sonny" Fox, (renamed "Bill" Fox as m.c. of The \$64,000 Challenge; see above).

Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EST) Johnny Carson subs for vacationing Robert Q. Lewis for the week beginning April 9. Lewis returns April 16.

NBC- Watch Mr. Wizard (Sat, 5:30-6pm EST) New time effective April 14; previously seen one half-hour earlier, at 5pm.

Youth Wants to Know (Sun, 12noon-12:30pm EST) New time, effective April 8, thru April 22. Change cancels all previous notices (See page 29). The American Forum (Sun, 1-1:30pm EST) will continue regularly in its time spot.

The Pinky Lee Show (Sat, 10-10:30am EST) and Children's Corner (Sat, 10:30-11am) New times for each effective April 7, when they switch positions with each other.

## MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBBM-TV(Ch 2)- The Luncheon Show; DEBUT April 9; Mon thru Fri, 12:10-12:30pm CST. Chicago Participations. Pkgr- WBBM-TV; Prod- Sis Atlass; Dir- Al Rudd. Miss Lee Phillip is m.c. for this revamped version of the former Luncheon With Billy show in this spot. The musical variety program features vocalists Billy Leach and Nancy Evans, The King's Jesters and the Hal Kartun Sextet.

WNBQ(Ch 5) - Noontime Adventures with Uncle Johnny Coons; TITLE CHANGE April 2; Chicago Mon thru Fri, 12:30-12:45pm CST; also change from b & w to color. Sponsor- Jewel Food Stores. Program was formerly titled Noontime Comics. New film features to be added, in addition to comic films, are jungle and adventure films, including those made by Osa and Martin Johnson.

KTLA(Ch 5) - Arthur Murray Medal Ball; SPECIAL April 8; Sun, 10:30-11:30pm PST. Los Angeles Sponsor- Arthur Murray Dance Studios. Telecast of the 15 Arthur Murray Medal Ball, featuring graduates from 28 Arthur Murray Studios in Southern California, dancing at the Hollywood Palladium; music by Manny Harmon and orch.

KOMO-TV(Ch 4)- Man About Town; DEBUT April 2; Mon thru Fri, 3:45-4pm PST. Sustaining, Seattle open. Pkgr & Prod- KOMO-TV; Dir- Lloyd Bloom. Dean Buchanan stars in his own afternoon variety show, playing the piano, presenting features of interest to women and highlighting talent and guests from the Puget Sound area. The program will be extended to one-half or three-quarters of an hour on April 30, as well as in compatible color.

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TALENT SHOWSHEET APRIL 6 - APRIL 15  
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Most of the shows on Apr. 6, 7, 8, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 13. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer, (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column, filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY APRIL 6  
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<u>Science Fiction Theatre</u> (Truman Bradley)	WRCA 7pm	<u>Signals From the Heart</u> ; with Walter Kingsford, Peter Hanson, Joyce Holden, Gene Roth
MAMA	CBS 8pm	regulars & Abbey Lewis
IGOR CASSINI'S MILLION DOLLAR SHOWCASE	WABD 9pm	Linda Darnell, Lilo & Jackie Miles
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>Murder by Design</u> ; regulars & Marne Maitland, Angela Krefeld, Rick Rydon, Lillian Ellis, Bill Nagy, Donald Stewart; (SW & SD)
ETHEL & ALBERT	ABC 10pm	regulars & Margaret Hamilton, Cele MacLaughlin, Edith Gresham, Katherine Meskill, Kendall Clark, John Boruff
<u>The Lineup</u>	CBS 10pm	<u>The Julian Case</u> ; with Howard McNear, Charles La Torre, Yvette Dugay, Russell Johnson; (SW & SD)

SATURDAY APRIL 7  
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|                                                     |             |                                                                                                                |
|-----------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------|
| <u>Tales of the Texas Rangers</u> (Stanley Andrews) | CBS 11:30am | <u>Double Edge</u> ; regulars & John Hart, John Phillips, Barbara Woodell, William Haade, Belle Mitchell; (SD) |
| FORD STAR JUBILEE                                   | CBS 9:30pm  | Add: (O) Ben Hecht, Charles MacArthur                                                                          |

SUNDAY APRIL 8  
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CAMERA THREE	CBS 11:30am	<u>The Act of Rebellion: A Gallery of Rebels</u> - (O) John McGiffert; with Edward Walsh, William Cottrell, Herbert Nelson; (SD)
NBC OPERA THEATRE	NBC 4pm	<u>Trial At Rouen</u> - (O) Norman Dello Joio; with Elaine Malbin, Hugh Thompson, Chester Watson, Paul Ukena, R.W. Barry, Francis Monachino, James Norbert, David Smith, William Wolff, Marvin Worden, Loren Driscoll, Carole O'Hara, Frances Paige; Dir - Kirk Browning
<u>Telephone Time</u>	CBS 6pm	<u>The Golden Junkman</u> - (O) Donald S. Sanford; with Lon Chaney, Robert Arthur, Corey Allen; Dir - Roy Kellino. PREMIERE
<u>Frontier</u>	NBC 7:30pm	<u>The Well</u> ; with Chris Dark, Don Kelly, Bob Anderson, Strother Martin, Judy Short; (SW & SD)
NBC COMEDY HOUR	NBC 8pm	Gale Storm, Kaye Ballard, Joe Frisco, Cliff Arquette, Mort Sahl, Dave Willock, Jonathan Winters; Dir - Dick McDonough

MONDAY APRIL 9  
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|                                |            |                                                                                                                                                                                                                                                                               |
|--------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>TV Reader's Digest</u>      | ABC 8pm    | <u>Courage</u> ; with Jack Dimond, John Doucette, Kurt Katch                                                                                                                                                                                                                  |
| CAESAR'S HOUR                  | NBC 8pm    | regulars & Rollie Bester                                                                                                                                                                                                                                                      |
| VOICE OF FIRESTONE             | ABC 8:30pm | Patrice Munsel, George Feyer                                                                                                                                                                                                                                                  |
| ARTHUR GODFREY'S TALENT SCOUTS | CBS 8:30pm | Sam Dekemel (M), Karen Rich (S), The Jordanares (S); Dir - David Rich                                                                                                                                                                                                         |
| <u>December Bride</u>          | CBS 9:30pm | <u>Ruth's Haircut</u> ; regulars & Mabel Albertson; (SW & SD)                                                                                                                                                                                                                 |
| ROBERT MONTGOMERY PRESENTS     | NBC 9:30pm | <u>Pistolero</u> - (O) John Vlahos; with Farley Granger, Sue Ellen Blake, Luis Van Rooten, Alfred Ryder, Dolores Sutton, Martin Rudy, Peter Brandon, Joseph Boley, John Matthews, Ben Hayes, Tony Miller, Jay Warren, Ed Easpy, Bernard Fine, Metro Wells; Dir - John Newland |

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MONDAY APRIL 9  
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STUDIO ONE	CBS 10pm	<u>The Arena</u> - (O) Rod Serling; with Wendell Corey, Chester Morris, John Cromwell, Leora Dana, Edgar Stehli, Frances Sternhagen, Peter Turgeon; Dir - Franklin Schaffner
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TUESDAY APRIL 10  
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|                                             |             |                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Warner Brothers Presents (Gig Young)</u> | ABC 7:30pm  | <u>Casablanca</u> : Siren Song; with Mari Blanchard, James Mitchell, Roberta Haynes, Marcel Dalio; (SW & SD)                                                                                                                                                                                     |
| <u>Phil Silvers Show</u>                    | CBS 8pm     | <u>The Physical Check-Up</u> ; regulars & John Briggs, Maurice Gosfield, Billy Sands, Mickey Freeman, Tige Andrews, Jim Perry, John Seven, Maurice Brenner, Jack Healy, Walter Cartier, P. Jay Sidney, Bernard Fine, Tony Carrado, Don Douglas, Mark Miller, Maxie Shapiro, Pat Sully; (SW & SD) |
| THE CHEVY SHOW                              | NBC 8pm     | Dinah Shore, Dean Martin, Marge & Gower Champion, Stubby Kaye, Johnny Silver                                                                                                                                                                                                                     |
| <u>Navy Log</u>                             | CBS 8:30pm  | <u>The First Shot</u> ; with Herbert Rudley, Robert Boon, Britt Lomond, Peter Miller, Robert Nichols, John Bradford; Dir - Jean Yarbrough                                                                                                                                                        |
| <u>Danny Thomas Show</u>                    | ABC 9pm     | regulars & Harry Ruby, Mabel Albertson; (SD)                                                                                                                                                                                                                                                     |
| <u>Jane Wyman Fireside Theatre</u>          | NBC 9pm     | <u>This Land is Mine</u> - (O) Verne Athanas; (A) David P. Harmon; with John Ireland, Joy Paige, Tony Caruso, Gerald Charlebois, Kem Dibbs, Paul Bryar, Terry Becker, Bill Bryant, John Harmon; Dir - Don Weis                                                                                   |
| <u>DuPont Cavalcade Theatre</u>             | ABC 9:30pm  | <u>Young Andy Jackson</u> - (O) Robert Stevenson; with Billy Gray, Orley Lindgren, Fiona Hale, Russell Simpson, Douglas Dumbrille, Robin Hughes, Tom McKee, Mable Paige                                                                                                                          |
| RED SKELTON SHOW                            | CBS 9:30pm  | Dick Foran, Warner Twins; (SW & SD)                                                                                                                                                                                                                                                              |
| PLAYWRIGHTS 56                              | NBC 9:30pm  | <u>You and Me --- And the Gatepost</u> - (O) Sumner Locke Elliott; with Mary Astor, John Emery, George Grizzard, Patricia Smith, David White, Paula Lawrence, Cliff Hall, Joe Roman; Dir-Delbert Mann                                                                                            |
| <u>Big Town</u>                             | NBC 10:30pm | <u>Beauty Contest</u> ; with regulars & Marianne Stewart, Gordon Mills, Yvonne Peattie, S. Van John Launer; (SD)                                                                                                                                                                                 |

WEDNESDAY APRIL 11  
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<u>Death Valley Days (Stanley Andrews)</u>	WRCA 7pm	<u>Two Bits</u> ; with Bill Edwards, Harry Mackin, Robert Filmore, Charmienne Harker, Charlie Heard, Cliff Fields, Robert Human; (SD)
<u>Screen Directors Playhouse</u>	NBC 8pm	<u>Markheim</u> - (O) Robert Louis Stevenson; with Ray Milland, Rod Steiger, Jay Novello, Marilee Phelps; (Dir. unavailable)
<u>Father Knows Best</u>	NBC 8:30pm	<u>Betty, Girl Engineer</u> ; with regulars & Roger Smith, Jim Hayward, Leon Tyler; (SW & SD)
<u>The Millionaire (Marvin Miller)</u>	CBS 9pm	<u>The Story of Lucky Swanson</u> ; with John Smith, Joyce Vanderveen, Vladimir Sokoloff, Nora O'Mahoney, Harald Dyrenforth, John Bleifer, Ben Wright; (SW & SD)
KRAFT TV THEATRE	NBC 9pm	<u>The Last Showdown</u> - (O) Harold Gast; with Edward Arnold, Glenda Farrell, Victor Jory, Elizabeth Montgomery, Louise Platt
UNITED STATES STEEL HOUR	CBS 10pm	<u>Funny Heart</u> - (O) Mel Goldberg; with Imogene Coca, Phyllis Hill, Jack Klugman, Will Kuluva, Robert Culp, Bill Daniels, Katheryn Shaw; Dir - Daniel Petrie

THURSDAY APRIL 12  
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|----------------------|-------------|------------------------------------------------------------------------------|
| <u>Guy Lombardo</u>  | WRCA 7pm    | June Hutton                                                                  |
| <u>The Goldbergs</u> | WABD 7:30pm | <u>Is There a Doctor in the House</u> ; regulars & Rubin Wendorff; (SW & SD) |





THURSDAY APRIL 12(Cont'd)  
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<u>Sgt. Preston of the Yukon</u> (Richard Simmons)	CBS 7:30pm	regulars & Edmund Cobb, Wayne Mallory, Don Kent, Thayer Roberts, Alan Lee
<u>Bob Cummings Show</u>	CBS 8pm	<u>The Trouble With Henry</u> ; regulars & Dave Willock, Mary Castle, Doris Packer; (SW & SD)
SHOWER OF STARS (William Lundigan)	CBS 8:30pm	Joe E. Brown, Frankie Laine, "The Three Girls" (Jane Russell, Connie Haines, Beryl Davis), Helen O'Connell, Norman Luboff Choir, "Teen-Agers" (S), Tex Williams; (SW) Hugh Wedlock, Howard Snyder, John Tackaberry; (SD) Ralph Levy
STAR TONIGHT	ABC 9pm	<u>A Door You Can Close</u> - (O) Michelle Cousin; with Norma Crain, Signe Hasso, Margery MacDaniel; (SD)
<u>The People's Choice</u>	NBC 9pm	(O) Barbara R. Hammer; regulars & George Dunn; Dir-Robert Finkel
<u>Four Star Playhouse</u>	CBS 9:30pm	<u>Autumn Carousel</u> - (O) Frederick J. Lipp; with Dick Powell, Beverly Washburn, Catherine McLeod, George Neise, Maidie Norman, Sonny Lee, Ken Christy; Dir - Laslo Benedek
<u>Ford Theatre</u>	NBC 9:30pm	<u>On the Beach</u> - (O) N.B. Stone Jr., Joan Bourland; with Irene Dunne, Richard Denning, Jo Ann Lilliquist, David Kasday, Lucien Littlefield, Elizabeth Patterson, Gordon Howard; Dir-James Neilson
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 10pm	Jane Froman, Bert Lahr
LUX VIDEO THEATRE	NBC 10pm	<u>Temptation</u> - (O) Robert Hichens (novel "Bella Donna"); TV (A) Sanford Barnett, from the play by James Bernard Fagan, & screenplay by Robert Thoeren; with Sarah Churchill (complete cast unavailable at press time); Dir - Norman Morgan

FRIDAY APRIL 13  
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|-----------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u>  | ABC 7:30pm | <u>Attack On Fort Apache</u> ; regulars & Joe Sawyer, William Forrest, Tom McKee, Ralph Moody, Peter Coe, Bob O'Neal, Abel Fernandez                                              |
| <u>Crossroads</u>                 | ABC 8:30pm | <u>Deadly Fear</u> ; with Rod Cameron, Jeanette Nolan, John Baer, Ray Teal, John Hoyt, Dorothy Green, Jonathan Hale, Robert Paquin; (SW) Herbert Purdom;                          |
| <u>The Life of Riley</u>          | NBC 8:30pm | <u>Blueville Motorcycle Club</u> - (O) Richard Baer, Joseph Calvelli; regulars & Martin Milner, Richard Wessell, Ollie Franks, Dorothy Greener, Dee J. Thompson; (SD) Abby Berlin |
| <u>Crusader</u> (Brian Keith)     | CBS 9pm    | <u>The Big Sneak</u> ; with Harry Bartell, Joe DeSantis, James Seay, Stanley Adams, Tracey Roberts                                                                                |
| THE BIG STORY (Ben Gruuer)        | NBC 9pm    | <u>Clifford Quinn, Reporter: Toledo (Ohio) Blade</u> - (O) Alvin Boretz; with Walter Brooke, Dort Clark, Ellen Demming, Fred Sadoff, Lonnie Chapman                               |
| <u>The Vise</u>                   | ABC 9:30pm | <u>Frameup Without Gloves</u> ; with regulars & Lee Patterson, Brenda Hogan, Patrick Holt; (SW & SD)                                                                              |
| <u>Schlitz Playhouse of Stars</u> | CBS 9:30pm | <u>The Bitter Land</u> - (O) Al C. Ward; with John Newland, Jack Dimond, Roy Roberts, Frank Sully, Terry Frost, Paul Fierro; Dir-Jus Addis                                        |
| STAR STAGE                        | NBC 9:30pm | <u>Being Nice To Emily</u> ; with Anne Jeffreys, Robert Sterling, Constance Ford, Nydia Westman, Fredd Wayne, Sydney Armus; (Dir. & author unavailable at press time)             |

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY APRIL 6 THRU FRIDAY APRIL 13  
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TODAY	NBC 7am	4/10 - Vicky Autier(S-M); 4/13 - Tennessee Ernie Ford
GARRY MOORE SHOW	CBS 10am	4/11 - Toshiko Akiyoshi(M); 4/13 - "Wild Bill" Davison(M)
JACK PAAR SHOW	CBS 1pm	4/10 - Ejnar Hansen(M); 4/11 - "The Big Four"(S); 4/12 - "The Continental"





MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY APRIL 6 THRU FRIDAY APRIL 13 (Cont'd)  
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|-----------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NBC MATINEE THEATRE         | NBC 3pm     | 4/9 - <u>Fiddlin' Man</u> - (O) William Brandon, (A) Dale Wasserman; Murvyn Vye, Betty Lynn, George Chandler; 4/10 - <u>The Hollow Woman</u> - (O) Bruce Kimes; Diana Lynn; 4/11 - <u>People in Glass</u> - (O) Kathleen & Robert Howard Lindsay; Virginia Bruce; 4/12 - <u>One of the Family</u> ; - (O) S.S. Schweitzer; 4/13 - <u>Young Hands, Young Feet</u> - (O) Steven Gethers |
| MODERN ROMANCES             | NBC 4:15pm  | (O) - Anne Howard Bailey; with Pat Hosley, Phil Time, Pat Sully, Robert Weber, James Millhollin                                                                                                                                                                                                                                                                                       |
| COKE TIME -<br>EDDIE FISHER | NBC 7:30pm  | 4/11 - Gisele MacKenzie                                                                                                                                                                                                                                                                                                                                                               |
| TONIGHT                     | NBC 11:30pm | 4/9 - Matt Dennis(S); 4/10 - Genevieve(S), Stan Freeman(C); 4/11 - Gene Allen(C), The Jimmy Rushing Trio(M); 4/12 - Dinah Washington(S); 4/13 - Eddie Condon(M)                                                                                                                                                                                                                       |

SATURDAY APRIL 14  
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<u>Fury</u>	NBC 11am	<u>Killer Stallion</u> ; regulars & Walter Reed; (SW); (SD) Oscar Rudolph
<u>Tales of the Texas Rangers</u>	CBS 11:30am	<u>Blood Trail</u> ; re-run of 10/1/55
Henry Fonda <u>Rheingold Theatre</u>	WRCA 7pm	<u>The Senora</u> ; re-run of 12/31/55
<u>The Jackie Gleason Show</u>	CBS 8pm	<u>Trapped</u> ; regulars & Sammy Birch, Frank Marth, Larry Barton, Ken Lynch, Ralph Robertson, Lou Herbert, George Petrie, Eddie Hanley
PERRY COMO SHOW	NBC 8pm	Tennessee Ernie Ford, Ginger Rogers, Phil Foster, Duke University Choir
STAGE SHOW	CBS 8:30pm	Ella Logan(S), The Four Aces(S), Marshall & Farrell(C), Jimmy Randolph(S); (SD) Frank Satenstein
MAX LIEBMAN PRESENTS	NBC 9pm	<u>Marco Polo</u> - (O) William Friedberg, Neil Simon; with Alfred Drake, Doretta Morrow, Paul Ukena, Arnold Moss, George Mitchell, Harold Vermilyea, Jerome Kilty, Beatrice Kraft; Dir- Max Liebman
<u>It's Always Jan</u>	CBS 9:30pm	regulars & Sid Melton, Kathleen Freeman, Steven Geray
<u>Damon Runyon Theatre</u>	CBS 10:30pm	<u>Miracle Jones</u> ; with Bill Williams, John Carradine, Murray Alper, Ge Ge Pearson, Bradford Jackson, Carolyn Craig, Paul Keast, Hal Gerard

SUNDAY APRIL 15  
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|--------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FRONTIERS OF FAITH                         | NBC 3pm    | <u>Beloved Outcaste</u> - (O) Rev. Albert S. Foley, S.J. ("Bishop Healy: Beloved Outcaste"), - (A) Rod Serling; with Fred Fitzgerald, Michael Higgins, James Maloney, John Moore, Malcolm Brodrick |
| FRONT ROW CENTER<br>(Robert Sterling)      | CBS 3:30pm | <u>The Human Touch</u> - (O) Lisa Kirk, (A) Marc Brandel; Lisa Kirk, James Daly; Dir - Ralph Nelson                                                                                                |
| <u>Capt. Gallant of the Foreign Legion</u> | NBC 5:30pm | <u>Desert Justice</u> - (O) Jack Andrews; with regulars & Robert Haynes, Yves Brainville, Gilles Queant, Stephane Vercoe, Henri Miller                                                             |
| <u>Roy Rogers</u>                          | NBC 6:30pm | <u>Carnival Killer</u> ; with regulars & Don Harvey, Jeanne Dean, Marshall Reed, Rand Brooks, Tom London, Harry Harvey, Russ Scott; Dir- Robert G. Walker                                          |
| <u>It's A Great Life</u>                   | NBC 7pm    | <u>The Return of Caroline</u> ; regulars & Barbara Nichols, Walter Woolf King, Arthur Gould Porter; (SW & SD)                                                                                      |
| SUNDAY SPECTACULAR<br>(Art Linkletter)     | NBC 7:30pm | <u>Salute to Baseball</u> ; Eddie Fisher, Dave Garroway, Leo Durocher, Mel Allen, Red Barber, Gertrude Berg, Roy Rogers, Carl Hubbell; Dir - Alan Handley                                          |
| ED SULLIVAN SHOW                           | CBS 8pm    | Ricky Layne, Helen Traubel, Ed Gardiner; Grace Kelly, Ralph Meeker (on film); (SD)                                                                                                                 |





SUNDAY APRIL 15(Cont'd)  
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<u>General Electric Theatre</u>	CBS 9pm	<u>That's The Man</u> ; with Ray Milland, Nancy Davis, Eleanor Audley, Katherine Warren, Hayden Rorke, Joan Dixon, Wildrid Knapp, Grandon Rhodes, Carolyn Craig, Ed Platt, Richard Gaines, Lowell Gilmore, Howard Wendell, Joan Sudlow, Bill McGraw; (SD)
ALCOA HOUR	NBC 9pm	<u>Even the Weariest River</u> - (O) Alvin Sapinsley; Franchot Tone, Boris Karloff, Christopher Plummer, Lee Grant, Frank Overton, Thomas Carlin, Milton Selzer, John Shelley, Jason Robard, Robert Dryden, Frank Marth, Archie Smith, Paul Lipson; (SD) Robert Mulligan
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Orderly World of Mr. Appleby</u> - (O) Victor Wolfson; with Robert H. Harris, Meg Mundy, Michael Ansara, Louise Larabee, Gage Clark, Helen Spring, Edna Holland, Mollie Glessing; (SD)
<u>Loretta Young Show</u>	NBC 10pm	<u>Case 258</u> - (O) Marian Thompson; Frank Lovejoy, Barry Atwater, Alan Hale, Herbert Rudley, Gloria McGhee, Mary James; Dir - Bert Granet





APRIL 11, 1956

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EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

The George Foster Peabody awards in radio and television will be presented in New York this afternoon (11) timed for release to newspapers after 1pm EST; they can't be listed here without breaking the release date. But the advance releases from each of the networks on the awards they have been informed about provide interesting reading because of the quotations from the citations that accompany the honors. Several of them are extremely pointed in explaining the reasons for the honors to individuals and programs. At least two of the citations give particular credit to the writers of the shows as among the reasons for the programs' successes -- an unusual step in making awards to regular program series these days.

Among the many strange factors that might affect viewing habits and thus work to rearrange the spotting of commercials in regular programs is the development of the remote control switch for television sets and the emphasis most set manufacturers have given to their control arrangements. After all, the easier one makes it for a viewer to switch from station to station without getting up from his chair, the easier it is to shop around among the channels, to go from station to station for small bits of programming that might catch the viewer. It would be interesting to know how many TV sets currently in use are equipped with remote control switches -- and how they affect viewing habits in homes that have them.....Nielsen's April "Newscast" states that the average U. S. TV home watched television 6.02 hours per day during January, the highest level recorded by the company to date, compared with 5.81 hours in January, 1955.

Eve Arden will substitute for Ed Sullivan as m.c. of his show of April 29 while Sullivan is in Japan filming special future segments and recruiting Japanese talent for a future show.....Arthur Godfrey's programs will originate from Miami Beach for two weeks beginning next Monday. The Talent Scouts show will be at Miami Beach Auditorium, with the others originating from the Kenilworth Hotel.....MCA TV's quiet retort to Ernest Jones, president of MacManus, John & Adams, was in a release that stated, "During the past two years, more automobile advertisers used MCA TV film programs than any other kind....during the past two years, over 100 auto dealers have sponsored MCA TV syndicated shows..." The consensus of opinion on Mr. Jones' speech -- from other auto manufacturers' agencies as well as program production sources -- was that he was off-base. Mr. Jones' defense was that he had only intended to put television in its proper perspective among media. The one factor that clouded the meaning of the Jones speech in Pittsburgh, which was made from notes and expanded for explanatory publication later, was that Pontiac has had no consistency of success

- Page 1 -

(MORE)

THE HISTORY OF THE

REIGN OF THE EMPEROR

OF THE GREAT MOUNTAINS

IN THE YEAR OF THE

OF THE GREAT MOUNTAINS



in its regular program sponsorships. The recent cancellation of Playwrights '56 underlined the speech in such a way that any future program buys by the agency for the sponsor will undoubtedly be over-emphasized as far as trade reactions are concerned.

Noel Coward's bitter remarks about production facilities in Hollywood and his demand that his May 5 program for Ford Star Jubilee be produced in New York uncovered an embarrassing situation for CBS. It seems that the net has no color studio in New York suitable for a large production. Its last color studio had been turned over to a new daytime drama for b & w production. It gave a nice twist to the possible future of television in New York -- it apparently has none -- if the future of television is in color. Adding to the puzzlement of the eventual disappearance of New York as a training ground for program and production personnel in handling dramas, whether black & white or color, is the shuffling that recently took place in LA among CBS producers. Edgar Peterson formally succeeded his former boss Martin Manulis as producer of Climax! on April 6 as Manulis took on production of Playhouse 90. It may be forgotten now, but Manulis and Peterson were brought into the Climax! set-up originally to salvage the valuable property when its early lack of consistency in story and production quality seemed ready to sink it. As producer and associate producer respectively, and as story editors until the program got on its feet, Manulis and Peterson made the Chrysler-sponsored show a major program. Now Manulis has inherited an October starting date for the new hour-and-a-half Playhouse 90 series, plus 15 scripts announced as already purchased. Since the series was planned for 39 weeks, with at least 13 of the programs on film, Manulis and CBS now have to decide what to film, who's to do the filming (Columbia was reported to have it sewed up) and what other properties to get in the bag. Manulis has already announced that he prefers top originals. If the point may be made without any one reading bitterness into it: Manulis and Peterson were transferred from NY to LA. The "amoeba" has already divided once.

Fred Mahlstedt of CBS Film believes that "a well balanced film distribution operation from now on will need both new properties for first run on a local basis and new properties for first run sale to national advertisers." He revealed that CBS Film has six new properties in production or scheduled, including The Legionnaire, starring Merle Oberon, The City and Richard The Lionhearted; all in production in Europe, plus three new properties scheduled to start production before the summer. Several new CBS pilots are also in pre-production in Hollywood. Because of the probable lack of net time availabilities several are more likely to wind up in local syndication rather than on the net.....That national organization of producers of commercial films to handle problems in the industry that are national in scope will be finalized after executive committee meetings during April and May. Members of the working committee represent regional associations or firms in New York, Chicago, San Francisco, Knoxville and Kansas City, Mo.

AGENCIES AND ACCOUNTS: Procter & Gamble, as a result of the announcement last weekend by Milton Biow that the Biow Company would close down on June 30, has named Grey Advertising Agency, Inc., to handle Lilt home permanent and Shasta shampoo; Tatham-Laird, Inc., to handle Fluffo shortening, and Young & Rubicam, Inc., to take over advertising for Spic and Span. Grey and Tatham-Laird are new to P & G's list of ad agencies.

PEOPLE GOING PLACES: Harry J. Feeney named trade news editor for CBS Television in New York, effective April 23.....Robert W. Ballin named v.p. in charge of TV-radio program development at Sullivan, Stauffer, Colwell & Bayles, Inc(NY).....Edward W. Harbert II named director of TV-radio program development, Kenyon & Eckhardt, Inc(NY).





# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

APRIL 16-22, 1956

VOLUME 3

NUMBER 16

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday(21)

CBS- 4:30-5pm EST; DEBUT; Major Horse Racing Events; LIVE from various stations, to the net. § Sustaining, open. § Pkgr- CBS Sports(NY); Exec Prod- Judson Bailey. § Telecasts of nine of the top racing events of the 1956 spring-summer season, including the "Triple Crown" races (also telecast over CBS in 1955). Schedule of races, all on Saturday, is as follows: The Wood Memorial, April 21, 4:30-5pm EST, from Jamaica; The Kentucky Derby, May 5, 5:15-5:45pm EDT, from Churchill Downs; The Withers, May 12, 4:30-5pm EDT, from Jamaica; The Preakness Stakes, May 19, 5:30-6pm EDT, from Pimlico; The Belmont Stakes, June 16, 4:30-5pm EDT, from Belmont Park; The Carter Handicap, June 30, 4:30-5pm EDT, from Belmont Park; The Brooklyn Handicap, Aug 4, 4:30-5pm EDT, from Jamaica; The Saratoga Handicap, Aug 25, 5-5:30pm EDT, from Saratoga Park; The Hopeful, Sept 1, 5-5:30pm EDT, from Saratoga. Bryan Field will handle the description of the running of each race.

CBS- 11-11:30pm EST; SPECIAL; The Grace Kelly Wedding; FILM from WCBS-TV(NY), no. of stations indefinite. § Sponsor- Maybelline Co thru Gordon Best Co., Inc(Chi). § Pkgr- CBS News(NY); Exec Prod- David Zellmer; Prod & Dir- Don Hewitt; Film- CBS camera crews from Paris and Vienna. § Filmed highlights of the civil and religious wedding ceremonies of the Grace Kelly-Prince Rainier nuptials in Monaco; also other parties and celebrations during the week-long festivities in honor of the wedding. CBS correspondents doing the commentary on the scene include David Schoenbrun and Blair Clark from Paris, Lou Cioffi from New York and Kendice Rochlen from Hollywood. The program is in open time.

### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC - None this week.

### OTHER NETWORK CHANGES & ADDITIONS

ABC- The Dotty Mack Show; RETURN April 19; Thu, 10-10:30pm EST; LIVE from WCPO-TV (Cinn), to the net. § Sustaining. § Pkgr & Prod- WCPO-TV(Cinn); Dir- Larry Pearce. § Dotty Mack and her record pantomime show, return to the net. It was last seen on March 12 on Mondays. It replaces Music from Meadowbrook, which moves to the 8-8:30pm time spot this date only.

- Page 32 -

OTHER NET CHANGES(More)



1. *Phragmites australis* (Cav.) Trin. ex Steud.

the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion. The number of people aged 65 and over is expected to increase from 200 million to 400 million. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion. The number of people aged 15 and over is expected to increase from 3.5 billion to 4.5 billion.

*[Faint handwritten notes at the bottom of the page]*

the 1990s, the number of people in the world who are under 15 years of age is expected to increase by 1.5 billion, from 1.1 billion in 1990 to 2.6 billion in 2015. The number of people aged 65 and over is expected to increase by 1 billion, from 350 million in 1990 to 1.4 billion in 2015. The number of people aged 15 and over is expected to increase by 1.5 billion, from 3.5 billion in 1990 to 5.0 billion in 2015. The number of people aged 15 and over is expected to increase by 1.5 billion, from 3.5 billion in 1990 to 5.0 billion in 2015. The number of people aged 15 and over is expected to increase by 1.5 billion, from 3.5 billion in 1990 to 5.0 billion in 2015.

OTHER NETWORK CHANGES(Cont'd)

CBS- Captain Midnight (Sat, 1:30-2pm EST) Last network show April 7; time partially preempted by Baseball Game of the Week.

The Lucy Show (Sat, 6:30-7pm EST) Last show April 7.

Climax! (3 Thursdays of every 4, 8:30-9:30pm EST) Edgar Peterson replaces Martin Manulis as producer, effective with the program of April 19.

NBC- Conversation with Herbert Hoover; SPECIAL REPEAT April 22; Sun, 4:30-5:30pm EST. Repeat showing of a film in the Conversations with Elder Wise Men series. This film was first shown over NBC on Nov 6, 1955.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WAAM(Ch 13) - Aida; SPECIAL April 14; Sat, 5:30-6:15pm EST. Sustaining, public Baltimore service. Pkgr- WAAM with the Baltimore Dept of Education; Prods- Clara Annan, Eleanor Kane(both Dept of Ed); Dir- Ken Calfee(WAAM); Sets- Barry Mansfield(WAAM); Adaptation and Musical Coordinator- Dorothy Wall(Dept of Ed). "Junior spectacular" version of Giuseppe Verdi's opera "Aida," performed by students of Armistead Garden Elementary School #243, Dept of Education, Baltimore. The cast is composed entirely of students in the school from the first through the sixth grades.

WBBM-TV(Ch 2)- The Boy Next Door; SPECIAL April 15; Sun, 2-2:30pm CST. Sustaining, Chicago public service. Pkgr & Prod- WBBM-TV with the Chicago U.S.O. Fund Raising Campaign Committee. Special telecast, combining variety and service information on the U.S.O., marking the first separate fund-raising campaign by the U.S.O. in Chicago in 10 years. Jim Conway is m.c., with singer Felicia Sanders and Eddie Bracken among show business personalities; also high-ranking military personnel.

KRCA-TV(Ch 4)- Vacation Time; DEBUT April 14; Sat, 1-2pm PST. Sustaining, open. Los Angeles Jack McElroy is host of this live and film vacation information show. Each week the program features information on a near-Los Angeles vacation resort suitable for a weekend. The second segment of the show deals with longer trips covering the Western Hemisphere and Europe. McElroy also gives tour, clothes, climate and other resort information.

KTTV(Ch 11) - Rocket to Stardom; RETURN April 8; Sun, 10:30pm-Mon, 1:30am PST. Los Angeles Sponsor- Wilshire Brothers Oldsmobile, direct. Pkgr & Prod- Betty & Bob Yeakel. Combination "autothon" and day-night-long amateur show returns, with Betty and Bob Yeakel as co-m.c.'s. Music is by Jack Hyatt, pianist, and the Whipporwhils instrumental group.

TO: [illegible] FROM: [illegible] SUBJECT: [illegible]

RE: [illegible]

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TALENT SHOWSHEET APRIL 13 - APRIL 22  
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Most of the shows on Apr. 13, 14, 15, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday Apr. 20. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column, filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY APRIL 13  
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MAMA	CBS 8pm	<u>War Clouds Over Steiner Street</u> ; regulars & Larry Hugo, Jock MacGregor, Bob Hasting; (SW & SD)
ETHEL & ALBERT	ABC 10pm	regulars & Dortha Duckworth, George Petrie, Maurice Wells, Harry Worth, Chuck Williamson, Patsy O'Shea; (SW & SD)
<u>The Line-Up</u>	CBS 10pm	<u>The Rodriguez Case</u> ; regulars & Jerry Eskow, James Best, Scotty Beckett, Sally Fraser; (SW & SD)

SATURDAY APRIL 14  
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|                      |            |                                                                                                                                             |
|----------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| STAGE SHOW           | CBS 8:30pm | <u>Kill</u> : Jimmy Randolph(S); <u>Add</u> : Bob Eberle(S)                                                                                 |
| MAX LIEBMAN PRESENTS | NBC 9pm    | <u>Marco Polo</u> ; <u>Kill</u> : Harold Vermilyea; <u>Add</u> : Ross Martin; music adapted from Rimsky-Korsakov by Clay Warnick & Mel Pahl |

SUNDAY APRIL 15  
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CAMERA THREE	CBS 11:30am	<u>The Rebel Against Himself</u> - (O) John McGiffert; with Charles Taylor; (SD) Clay Yurdin
FRONT ROW CENTER	CBS 3:30pm	<u>The Human Touch</u> ; <u>Kill</u> (cast): James Daly; <u>Add</u> : John Howard, Isabel Elsom, Steve Brodie, Joseph Downing, Joyce Holden, Leon Askin, Buddy Pepper, Ruby Dandridge, Mario Siletti, Ralph Manza
<u>Telephone Time</u> (John Nesbitt)	CBS 6pm	<u>The Man With The Beard</u> - (O) John Nesbitt, (A) Donald S. Sanford; Walter Coy, William Ching, Beverly Washburn; (SD) Roy Kellino
YOU ARE THERE	CBS 6:30pm	<u>William Jennings Bryan Makes His Cross of Gold Speech</u> - (O) Milton Gelger; with Ainslie Pryor; (other credits unavailable)
SUNDAY SPECTACULAR (Art Lin'letter)	NBC 7:30pm	<u>Salute to Baseball</u> ; <u>Add</u> : Art Carney, Dale Evans, Pat Brady, Don Adams, "Sons of the Pioneers", & 15 baseball stars; special material for Carney, by Aaron Reuben; other writers: Ray Allen, Harvey Bullock, Bill Dana, Tom Naud

MONDAY APRIL 16  
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|                                 |            |                                                                                                                                                                                                                                            |
|---------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>TV Reader's Digest</u>       | ABC 8pm    | <u>The Woman Who Changed Her Mind</u> - (O) Arthur E. Orloff; with Victor Jory, Marilyn Erskine, Marshall Thompson, Whit Bissell; Dir - Peter Godfrey                                                                                      |
| VOICE OF FIRESTONE              | ABC 8:30pm | Mildred Miller                                                                                                                                                                                                                             |
| <u>I Love Lucy</u>              | CBS 9pm    | regulars & Franco Corsaro, Teresa Tirelli; (SW & SD)                                                                                                                                                                                       |
| <u>Medic</u><br>(Richard Boone) | NBC 9pm    | <u>The Glorious Red Gallagher</u> ; with Hope Emerson. (Other credits not available)                                                                                                                                                       |
| <u>December Bride</u>           | CBS 9:30pm | <u>Jaywalker</u> ; with regulars & King Donovan, Arte Johnson, Howard McNear; (SW & SD)                                                                                                                                                    |
| ROBERT MONTGOMERY<br>PRESENTS   | NBC 9:30pm | <u>Portrait of a Man</u> - (O) William Kendall Clarke; with Robert Ellenstein, Nina Hansen, Peter Von Zerneck, Ray Boyle, Beverly Lunsford                                                                                                 |
| STUDIO ONE                      | CBS 10pm   | <u>Regarding File #4356</u> - (O) Hannah Smith, (A) George Bellak; with Priscilla Gillette, Douglas Watson, Lin McCarthy, Dolly Haas, Don Briggs, Anne Seymour, Judson Pratt, Howard Wierum, Joyce Lear, Nancy Marshall; (SD) Paul Nickell |



MONDAY APRIL 16(Cont'd)  
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Douglas Fairbanks Presents WRCA 10:30pm The Present - (O) Michael Voysey; with James Kenny, Carol Marsh

TUESDAY APRIL 17  
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|                                             |             |                                                                                                                                                                                                        |
|---------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Warner Brothers Presents</u> (Gig Young) | ABC 7:30pm  | <u>Cheyenne: Fury at Rio Hondo</u> ; with Clint Walker & Ralph Moody, Peggie Castle, Karen Kadler, Isabella Montaban, Tom Hernandez                                                                    |
| <u>Phil Silvers Show</u>                    | CBS 8pm     | <u>The Recruiting Sergeant</u> ; regulars & Tony Galento, Maxie Shapiro, Victor Polant, Duke Doucette, Vince Gardenia; (SW & SD)                                                                       |
| MARTHA RAYE SHOW                            | NBC 8pm     | Harpo Marx, Jean Pierre Aumont, Rocky Graziano, Rise Stevens, Jim Hearn, Wes Westrum, Duke Snider                                                                                                      |
| <u>Navy Log</u>                             | CBS 8:30pm  | <u>The Beachcomber</u> ; with Harry Tyler, Hugh Sanders, Ted De Corsia, Philip Tonge; (SD) Jean Yarbrough                                                                                              |
| <u>Jane Wyman's Fireside Theatre</u>        | NBC 9pm     | <u>The Past Is Always Present</u> - (O) David P. Harmon; with Wyman & Larry Dobkin, John Baragrey; Dir - Sidney Lanfield                                                                               |
| <u>DuPont Caval-cade Theatre</u>            | ABC 9:30pm  | <u>The Jackie Jensen Story</u> - (O) Louis Rosoff; with Jackie Jensen, B. G. Norman, Gary Gray, Ross Elliott, Vivi Janiss, Lorna Thayer, Stafford Repp, John Close, Skip Torgerson; Dir - Alvin Ganzer |
| RED SKELTON SHOW                            | CBS 9:30pm  | Paul Coates; COLOR                                                                                                                                                                                     |
| ARMSTRONG CIRCLE THEATRE                    | NBC 9:30pm  | <u>The Case of Colonel Petrov</u> - (A) Jerome Coopersmith; with Michael Gorrin, Sanford Meisner, Katherine Sergava, Patrick MacNee Roy Dean, Jacqueline Brooks; Dir - Paul Bogart                     |
| <u>Big Town</u>                             | NBC 10:30pm | <u>Arsonist</u> ; with regulars & Kay Rhiel, Russell Thorson, James O'Hear, Maris Wrixon, George Keymas                                                                                                |

WEDNESDAY APRIL 18  
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<u>Death Valley Days</u> (Stanley Andrews)	WRCA 7pm	<u>Escape</u> ; with Mark Dana, Beverly Tyler, John Cason, Jack George, Bill Hale, Fran Allen
<u>Screen Directors Playhouse</u>	NBC 8pm	<u>Rookie of the Year</u> ; with John Wayne, Pat Wayne, Vera Miles, Jimmy Gleason, Ward Bond, Willis Bouchey, Harry Tyler, William Forrest, Robert Leyden, Tiger Fafara, Richard Newton; Dir-John Ford
<u>Father Knows Best</u>	NBC 8:30pm	<u>The Martins &amp; the Coys</u> ; with regulars & Don Garner, Tristram Coffin, Ann Doran; (SW & SD)
<u>The Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Jane Costello</u> ; with Ann Doran, Joan Evans, Corey Allen, Hayden Rorke, Will Wright, Mary Alan Hokanson, Michael Garrett, Yvonne Lime, Edna Holland, Stapleton Kent; (SD)
KRAFT TV THEATRE	NBC 9pm	<u>No Riders</u> - (O) Wendell Mayes; with James Daly, Audra Lindlay, Jose Perez, John Hildebrande, Carl Swenson, Carlos Montalban, Ken Renard, Ann Dere, Norman Lloyd; Dir - Dick Dunlap
<u>20th Century-Fox Hour</u> (Joseph Cotton)	CBS 10pm	<u>Mr. Belvedere</u> - (O) John L. Greene, Peggy Chantler; with Reginald Gardiner, Eddie Bracken, Margaret Hayes, Zasu Pitts, Joyce Holden, Howard Wendell, Eleanor Audley, Robert Foulk, Don Bedoe, Todd Ferrell, Ray Ferrell, Kim Tyler; Dir - James V. Kern. (Original character by Gwen Davenport)

THURSDAY APRIL 19  
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|                          |             |                                                                                                                                     |
|--------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <u>Guy Lombardo</u>      | WRCA 7pm    | Roberta Quinlan                                                                                                                     |
| <u>The Goldbergs</u>     | WABD 7:30pm | <u>The Marriage Broker</u> ; regulars & Bill Cobryn                                                                                 |
| <u>Bob Cummings Show</u> | CBS 8pm     | <u>Bob Saves the Day</u> ; with regulars & Dick Wesson, Nancy Culp, Rose Beaumont; (SW & SD)                                        |
| CLIMAX!                  | CBS 8:30pm  | <u>The Lou Gehrig Story</u> - (O) Mel Goldberg; with Wendell Corey, Jean Hagen, Harry Carey Jr., James Gregory; Dir - Allen Reisner |



1. The first part of the document discusses the importance of maintaining accurate records of all activities. It emphasizes that this is essential for ensuring the integrity and reliability of the information collected.

2. The second part of the document outlines the procedures for collecting and analyzing data. It details the methods used to gather information and the steps taken to ensure its accuracy and consistency.

3. The third part of the document describes the results of the data analysis. It provides a summary of the findings and discusses the implications of the results for the ongoing project.

4. The fourth part of the document discusses the challenges encountered during the data collection and analysis process. It identifies the main obstacles and provides suggestions for how they can be overcome.

5. The fifth part of the document concludes the report and provides a final summary of the findings. It reiterates the importance of maintaining accurate records and the need for continued monitoring and analysis.

6. The sixth part of the document discusses the future of the project and the need for continued research and development. It outlines the goals and objectives for the next phase of the project and provides a timeline for completion.

7. The seventh part of the document discusses the importance of communication and collaboration between all parties involved in the project. It emphasizes the need for regular updates and the sharing of information to ensure the success of the project.

8. The eighth part of the document discusses the importance of maintaining the confidentiality of the information collected. It outlines the measures taken to protect the data and ensure that it is only accessible to authorized personnel.

9. The ninth part of the document discusses the importance of maintaining the integrity of the information collected. It outlines the measures taken to ensure that the data is not tampered with or altered in any way.

10. The tenth part of the document discusses the importance of maintaining the reliability of the information collected. It outlines the measures taken to ensure that the data is accurate and consistent with other sources of information.

THURSDAY APRIL 19  
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<u>Four Star Playhouse</u>	CBS 9:30pm	<u>Wall of Bamboo</u> - (O) Walter C. Brown, (A) Frederic Brady; with Charles Boyer & Chris Dark, Berry Kroeger, Richard Loo, Phillip Ahn, Russ Conway; Dir - Robert Florey
<u>Ford Theatre</u>	NBC 9:30pm	<u>Lady In His Life</u> - (O) Martin Ragaway, Steve McNeill; with Ricardo Montalban, Arnold Stang, Dick Foran, Jane Nigh, Beverly Tyler, Belle Mitchell, Julie Gibson; Dir - Anton M. Leader
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 10pm	Alan Dale (S), Marisa Pavan, Jean Pierre Aumont
LUX VIDEO THEATRE	NBC 10pm	<u>I Married A Stranger</u> - (O) George V. Moscov, (screenplay by Philip Yordan, Dennis J. Cooper), TV(A) Herbert Abbott Spiro; with Marilyn Erskine, Patrick O'Neal, Robert Horton

FRIDAY APRIL 20  
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|                                  |            |                                                                                                                                                                                                                               |
|----------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> | ABC 7:30pm | <u>Rin-Tin-Tin and Homer the Great</u> ; with regulars & Andy Clyde, Ron Hagerthy, Mary Adams, Sam Flint, Syd Saylor, Harry Strang, Kate MacKenna, Paul Keast                                                                 |
| <u>Crossroads</u>                | ABC 8:30pm | <u>Anatole of the Bayous</u> - (O) Herbert Purdum; with Donald Crisp, John Whalen, Willis Bouchee, Suzanne Alexander, James Best; Dir- Jerry Juran                                                                            |
| <u>The Life of Riley</u>         | NBC 8:30pm | regulars & Saul Gorss, Gil Perkins, Charlita Regis; (SW & SD)                                                                                                                                                                 |
| <u>Crusader</u><br>(Brian Keith) | CBS 9pm    | <u>The Rookie Cop</u> ; with Adam Williams, Lilyan Chauvin, Vivi Janiss, Edward Platt, Carl Millette, Larry Barton, Saul Gorss, Thomas B. Henry                                                                               |
| THE BIG STORY<br>(Ben Grauer)    | NBC 9pm    | <u>Harry Batz, Photographer: Hartford(Conn)Courant</u> - (A) Gail Ingram; with Nelson Olmsted, James Broderick, Marian Russell, Sada Thompson, Diana Herbert                                                                  |
| <u>The Vise</u><br>(Donald Gray) | ABC 9:30pm | <u>The Tall Dark Man</u> ; with regulars & Kay Callard, Jennifer Jayne, Ann Lancaster, John Farrell, Robert Ayers, Colin Tapley, Jack Armstrong, Dennis Bryan                                                                 |
| <u>Schlitz Playhouse</u>         | CBS 9:30pm | <u>The Mysterious Cargo</u> - (O) Norman Reilly Raine; J. Carroll Naish, Addison Richards, James Nusser, Lewis Charles, Pat O'Moore, Ralph Neff, Jack Reynolds, James Craven, Carl Christian, Cyril Delevanti; (SD) Jus Addis |
| <u>Star Stage</u>                | NBC 9:30pm | <u>The Shadowy Third</u> ; with Joan Fontaine, John Baregray, Judith Evelyn, Irene Tedrow, Marshall Bradford, Dawn Menzer, Richard Gaines                                                                                     |
| <u>The Line-Up</u>               | CBS 10pm   | <u>The Wharton Case</u> ; regulars & Walter Sande, Fred Sherman, Anne Gwynne, Joan Dixon; Dir - Harold Shuster                                                                                                                |

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 13 THRU FRIDAY APRIL 20  
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GARRY MOORE SHOW	CBS 10am	4/16 - George Gilbert(C); 4/20 - Earl Hall(C)
NBC MATINEE THEATRE	NBC 3pm	4/16 - <u>The Lark Shall Sing</u> - (O) Elizabeth Cadell, (A) Peggy Phillips, with Jeannie Carson; 4/17 - <u>Dread of Winter</u> - (O) Jess Greg; 4/18 - <u>The Century Plant</u> - (O) Theodore Epstein; 4/19 - <u>Babylonian Heart</u> - (O) Robert Arthur, (A) Henry Misrock; with Zsa Zsa Gabor, Philip Reed; 4/20 - <u>Ask Me No Questions</u> - (O) Max Wilk
MODERN ROMANCES	NBC 4:15pm	4/16 - 4/20 - (O) Michelle Cousin; with Jerome Cowan, Lee Remick, Brad Dillman, Joy Hodges
TONIGHT	NBC 11:30pm	4/17 - Tennessee Ernie Ford, Cy Coleman Trio; 4/18 - Josh White; 4/19 - Art Tatum(M); 4/20 - (show from Houston, Texas)





SATURDAY APRIL 21  
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|                                   |             |                                                                                                                                           |
|-----------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Fury</u>                       | NBC 11am    | <u>The Horse Coper</u> - (O) Tom Kilpatrick; with regulars & Parley Baer, Jim Hayward, Donald MacDonald                                   |
| <u>Tales of the Texas Rangers</u> | CBS 11:30am | <u>Uranium Pete</u> ; re-run of 10/8/55                                                                                                   |
| <u>Jackie Gleason Show</u>        | CBS 8pm     | <u>The Loudspeaker</u> ; regulars & Jock MacGregor                                                                                        |
| PERRY COMO SHOW                   | NBC 8pm     | Peggy Lee, Mark Stevens, Jack E. Leonard,                                                                                                 |
| STAGE SHOW                        | CBS 8:30pm  | Jayne & Audrey Meadows, Helen O'Connell, The Seven Ashtons (tumblers), Charles Castleman                                                  |
| <u>It's Always Jan</u>            | CBS 9:30pm  | regulars & Sid Melton, Lillian Adams                                                                                                      |
| TEXACO STAR THEATRE               | NBC 9:30pm  | regulars & Georgie Jessel, Patrice Munsel                                                                                                 |
| <u>Gunsmoke</u>                   | CBS 10pm    | regulars & Dee J. Thompson                                                                                                                |
| GEORGE GOBEL SHOW                 | NBC 10pm    | regulars & Howard McNair (C)                                                                                                              |
| <u>Damon Runyon Theatre</u>       | CBS 10:30pm | <u>A Light in France</u> ; with Maxie Rosenbloom, Hugh O'Brien, Edward Everett Horton, Lita Milan, Otto Waldis, Ramsay Hill, Glase Lohman |

SUNDAY APRIL 22  
 ~~~~~

FRONTIERS OF FAITH	NBC 3pm	<u>Padre Pro</u> - (O) Sanchon Royer, (A) A. J. Palmerio; with Robert Carricart, John Conrad, Gene Picciano, Boris Aplon, Dolores Quinton, Irene Hubbard; Dir - Martin Hoade
FRONT ROW CENTER	CBS 3:30pm	<u>Pretend You Belong to Me</u> - (O) Gertrude Walker, Dane Iussier; with Mercedes McCambridge, Katherine Bard, Walter Coy; (SD) LAST SHOW
<u>Capt. Gallant of the Foreign Legion</u>	NBC 5:30pm	<u>Treasure of the Legion</u> - (O) Jack Andrews; with regulars & Andree Debarr, Gilles Queant, Gregoire Aslan, Herbstman; (SD)
<u>Telephone Time</u>	CBS 6pm	<u>Captain from Kopenick</u> - (O) John Nesbitt, (A) Norman Lessing; with Emmett Kelly; Dir - Lazlo Benedek
YOU ARE THERE	CBS 6:30pm	<u>The Execution of Mary, Queen of Scots</u> ; with Virginia Christine, Lillian Bronson, Lester Mathews, Richard Ahern, Lowell Gilmore, Jeffrey Searle, Mary Flynn; Dir - Buzz Kulik
<u>Roy Rogers</u>	NBC 6:30pm	<u>Flying Bullets</u> - (O) Dwight Cummins; with regulars & Herman Levitt, Steve Pendleton, George Douglas, Denver Pyle, Harry Harvey, Russ Scott; Dir - Robert G. Walker
JACK BENNY	CBS 7:30pm	regulars & Mel Blanc, Frank Nelson, Sportsmen Quartet
ED SULLIVAN SHOW	CBS 8pm	Marion Marlowe, Sam Levenson, Ames Brothers, Senor Wences, Enzo Stuarti; (SD) John Wray
NBC COMEDY HOUR	NBC 8pm	Gloria DeHaven, William Bendix, Shecky Greene; Dir - Jim Jordan, Jr.
GENERAL ELECTRIC THEATRE	CBS 9pm	<u>The Lord's Dollar</u> - (O) B.M. Atkinson Jr.; with Ronald Reagan (other credits unavailable at press time)
GOODYEAR PLAYHOUSE	NBC 9pm	<u>Career Girl</u> - (O) Jerome Ross; with Jessie Royce Landis, Betsy Palmer, Gene Lyons, Viola Roache, Larry Gates; (SD) Sidney Lumet
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Never Again</u> - (O) Adele Rogers St. John; with Phyllis Thaxter, Warren Stevens, Joan Banks, Jack Mullaney, Mason Curry, Karine Nordman, Marion Gray, Jack Mulhull, Carol Veazie; Dir - Robert Stevens
<u>Loretta Young Show</u>	NBC 10pm	<u>The Cardinal's Secret</u> - (O) Ernest F. Miller, (A) Gene Levitt; with Ricardo Montalban, Ted de Corsia, Patricia Hardy, John Berardino, Therese Lyon, Brad Trumbull, Charles Meredith; Dir - Norman Foster

The first part of the report deals with the general situation of the country. It is a very interesting and informative study of the country's development. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's development.

The second part of the report deals with the economic situation of the country. It is a very interesting and informative study of the country's economic development. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's economic development.

The third part of the report deals with the social situation of the country. It is a very interesting and informative study of the country's social development. The author has done a great deal of research and has gathered a wealth of material. The report is well written and is a valuable contribution to the study of the country's social development.



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APRIL 18, 1956

VOLUME 8 NUMBER 16 A

EDITOR: Jerry Leichter

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### MID-WEEK SPECIAL

#### NEWS - POSSIBILITIES - COMMENT

Television is a fast-moving business, which is apt to disconcert those who use glib excuses for its day to day happenings. James Daly was supposed to co-star in last Sunday's Front Row Center out of Hollywood, but a release in advance of the play date said, "Daly is unable to fill the assignment because of illness." The indisposition must have been of very short duration because the next thing one knew Mr. Daly was announced as the star of "No Riders" on Kraft Television Theatre and that goes on tonight (18) from New York.....Hal Roach's new series, Oh, Susannah, to star Gale Storm, will probably replace Stage Show for Nestle over CBS next fall, but the contracts haven't been signed yet.....The best laid plans, etc. General Foods thru Benton & Bowles will put a new Ziv film series, West Point Story, into one of its Friday night half-hours between 8-9pm over CBS. Mama, 8-8:30pm, is the show currently on for General Foods thru the agency, but Our Miss Brooks, 8:30-9pm, is also a General Foods program, thru Young & Rubicam, and the new show could be put into the later spot.....Each new package announced for a fairly firm spot for the fall, or even this summer, automatically cancels out the plans of other packagers and agencies who have working lists of possible openings or shaky programs that might provide a future in for their own interests. The move of Omnibus to an ABC prime Sunday evening spot next fall, probably following Famous Film Festival if the supply of films holds up, closes out that net's Sunday evening availabilities. It also solves a problem for ABC since Sunday is prestige night for all the nets and ABC programming has always been a poor third to the others.

The Chicago Daily News Service reported yesterday from Chicago that Arthur Godfrey, addressing a meeting of the Civil Aviation Medical Assn, said that when his Wednesday evening Arthur Godfrey and his Friends returns in the fall it will no longer have a permanent cast. "There will be a constant stream of talent. Some will rotate. They'll be on my show a while, then they'll go play night clubs. Some will come back, some won't." Godfrey will take a two-month vacation during August and September, during which he'll decide whether or not to undergo another operation on his hip.....In an opposition time spot, The Dunninger Show will return to the air over ABC, starting May 9, Wednesdays, 8:30-9pm EDT, replacing The M-G-M Parade in that time spot for Pall Mall Cigarettes thru SSC&B, one of the current co-sponsors. Dunninger was seen last summer over NBC in a Saturday night summer replacement spot. ....The Jeannie Carson Show, a new film series to be produced by Four Star Films, Inc., will replace It's Always Jan in the CBS Saturday, 9:30-10pm spot next fall. Sponsor is Procter & Gamble thru Compton Advertising. Miss Carson's writer husband will be associated with the series, which will have Allen Jenkins in an irregular supporting role.

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(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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FOR THE  
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1900

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Milt Blackstone will handle casting for the new Ed Wynn Show, up as a CBS summer replacement package.....E. Preston Stover of Station KYW-TV(Cleve) told a Westinghouse Broadcasting meeting in Chicago last Sunday that television faces a never-ending local talent shortage and will always face it. Prime reason is that "if the talent isn't worth network consideration, then it isn't good talent -- local or otherwise." He said that the nets can't develop all talent, but they can polish it and put it in its best settings.....Frank Folson, president of RCA, announced in Chicago Monday that NBC is planning to expand its fall night-time color program schedule, including spectaculars and regular shows, to sustain the coming drive to sell color TV sets. This was expanded by NBC president Robert W. Sarnoff to mean, "color every evening on a regular basis." Weekend programming, for instance, may have two-and-a-half hours of solid color programming each evening. Mr. Sarnoff also promised that the shows to be done in color on a regular basis will go into the color studios and stay there, set for a whole season, so that everyone concerned can promote a fixed color schedule.

Ed Byron, whose pilot film for The Eagle and the Rose Civil War series was made several months ago for NBC, will go into production soon for fall showing of the series by NBC Film Division. The deal, which will involve a Hollywood location for production although the pilot was made in New York, should be set by the end of this week, depending on Hollywood studio facilities.....Karl Freund has ended a five-year association with Desilu Productions, during which he was head cameraman on most of the firm's film series.....William Morris Agency is representing four new Warner Bros. series, available in pilot and script form, that are completely separated from the studio's Warner Bros. Presents net program. The four half-hour series are: Ninety-six William Street, starring Lee Bowman as an insurance investigator, New York locale; Amazon Trader, starring John Sutton, South American series; Joe McDoakes, starring George O'Hanlon in a new version of the high-grossing movie shorts, and Port of Call, starring John Ireland as the captain of a cargo-passenger ship.....The new five-day week has Hollywood film makers worried because increasing costs in making both motion pictures and TV films have not aided quality control. Biggest handicap for TV filming is in the former plan of allowing three days for each half-hour film on a schedule of two-a-week. The summer production season for fall series will set the standard of what future costs and work conditions will prevail in Hollywood -- with a possible important effect on future programming.

Collier Young, Joseph Cotten and Larry Marcus are going into production at Republic in Hollywood on a new series, On Trial. The new company has Young as exec producer, Cotten as host of the series and star of many of the episodes, and Larry Marcus and Don Mankiewicz as writer-editorial supervisors. Paul Douglas stars in the current film which is the second in the series. The pilot and lead-off film was presented on Star Stage last Sept 23, with Joseph Cotten starring in "The United States vs. Alexander Holmes," produced by Revue Productions. Star Stage is an MCA-TV package.

Deirdre Owens will play the convent-raised foundling in Maurice Evans' production of "Cradle Song," on May 6, replacing Susan Strasberg who had to withdraw because of a recent illness that will restrict her activities to her starring role in "The Diary of Anne Frank" on Broadway.....Twentieth Century-Fox will establish talent schools in Hollywood and New York to train new talent in all the dramatic arts for eventual employment in Fox movies, because the demands of television have depleted the supply of available people. On the other hand, Screen Gems, TV subsidiary of Columbia Pictures, has established scholarship grants at leading universities to encourage students to write for television. Funds will be distributed to promising students by the universities, but for each story that may be accepted by Screen Gems for production, students will be paid prevailing rates. The first schools to receive the grants are the University of Chicago, Fordham University and the University of Iowa, with three others to be named in 30 days. The Twentieth Century-Fox plan, involving only its own offices, will be formally announced soon.







Julian Claman, announced as producer of Front Row Center in Hollywood for CBS just in time to fold the program with its last show on April 22, is on the creative staff and will probably be re-assigned to either Martin Manulis' Playhouse 90 staff, the new Carey Wilson dramatic project, or another new one that may be developed by Fletcher Markle.....Ronson Corp. has signed to sponsor Playhouse 90 on an alternate Thursday basis, taking the 10-11pm spot, leaving only the alternate hour open. The first half-hour will be sponsored by Bristol-Myers and Singer alternately.....The new Ampex Video tape recorder, whose first three prototype units will be delivered to CBS for installation by late summer, records both the b & w picture and sound on a single tape two inches wide traveling at 15 inches per second. Programs can be recorded in every way currently used for kinescope film recordings.

AGENCIES AND ACCOUNTS: Elgin National Watch Co will be handled by J. Walter Thompson Co(Chi), effective July 15. Current agency is Young & Rubicam, Inc(Chi).. ....Converted Rice, Inc (Uncle Ben's Converted Rice) named Ted Bates & Co(NY), to handle the account. Leo Burnett Co., Inc(Chi) was the former agency.....Campbell Soup Co has added Franco-American products to the other product lines handled for it by Leo Burnett Co., Inc(Chi), effective Aug 1. Ogilvy, Benson & Mather, Inc(NY) is the current agency for Franco-American.

PEOPLE GOING PLACES: Screen Actors Guild moves to its new national headquarters building in Hollywood next weekend; 7750 Sunset Blvd, corner of Genesee, Hollywood 46. The telephone number, HO 9-7311, remains the same.....Allen Reisner, co-director of Climax!, has been signed to a new three-year contract by CBS..... Larry Jonas has been named trade news editor for CBS Television in Hollywood..... Beryl Rubens has been named coordinator for the news and public affairs publicity unit for CBS Television in New York.....Dorian St. George named director of TV and radio, Charles L. Rumrill & Co., Inc., Rochester, N.Y., advertising agency.....A. L. Hollander, Jr., named manager of the radio-TV dept., Edward Kletter Associates, Inc (NY).....Arthur Daly joined Ogilvy, Benson & Mather, Inc(NY) as director of radio and television.....Perry Cross named new producer of NBC's Ernie Kovacs Show after next week, replacing Jac Hein who returns to the Today show production staff..... John J. Curran named director of advertising, publicity and promotion for WNHC-TV (New Haven). He succeeds James W. Evans who has become manager of Luotto Productions, New Haven organization which packages and produces several of the station's features.....Wall Matthews named publicity and promotion manager for WBAL-TV(Balt); and Galen Fromme named news manager of the station; both succeeding Tom White..... John Kieran, Jr., named program director of WABD(NY). He recently came to the station as publicity and special events director.

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# Ross Reports ON TELEVISION

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## THE TELEVISION INDEX

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VOLUME 8

NUMBER 17

EDITOR: Jerry Leichter

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## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(23)

ABC- 10-10:30pm EST; SPECIAL; Address by Senator Lyndon B. Johnson; LIVE from WMAL-TV(Wash), to the ABC net; kine to NBC net, 11:30-12pm EST. § Sustaining. § Pkgr- ABC, pool line; ABC Superv- Bryson Rash; NBC Superv- Doris Corwith. § Senator Lyndon B. Johnson (D, Texas), majority leader of the Senate, presents the Democratic viewpoint on current farm legislation - "The Farm Problem." The program preempts the 10-10:30pm portion of ABC's Film Fair and on NBC the kine preempts the 11:30pm-12midnight portion of Tonight.

CBS- 5-5:30pm EST; SPECIAL; AP Address by Secretary Dulles; KINE from WCBS-TV (NY), to the net. § Sustaining. § Pkgr- CBS-TV(NY); Prod- William Weinstein. § Secretary of State John Foster Dulles addresses the annual luncheon of the Associated Press in New York, speaking on NATO. The program is open net time.

#### Thursday(26)

ABC- 8-8:30pm EST; DEBUT; The Eddy Arnold Show; LIVE from KYTV(Springfield, Mo.), to the net. § Sustaining. § Pkgr- Crossroads Television Productions, Inc(Springfield); Prod- Don Richardson. § Singer Eddy Arnold stars on this musical variety series, presenting popular songs and old and new folk songs, backed by guitarist Chet Atkins and a five-piece group led by Paul Mitchell. The program replaces Music From Meadowbrook (last show April 19) which appeared here one time only. (See page 32). This was the regular time spot for Life Is Worth Living (last show April 5) during the past season. (See page 30).

#### Saturday(28)

NBC- 5-5:30pm EST; SPECIAL; The Man in Two Places; FILM from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- U. S. Army Signal Corps; Film Prod- Hearst Metrotone News, supervised by Dancer-Fitzgerald-Sample, Inc(NY) for the U. S. Army Reserve Corps; Dir- Sydney Stider; Script- D-F-S staff. § Filmed story of the U. S. Army Reserve Corps, with John Cameron Swayze as narrator, in connection with Military Reserve Week. Gen. Walter Bedell Smith, U.S.A., ret., will speak briefly at the close of the filmed story. The program is in open net time.





THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EST) April 28; LIVE from WSM-TV(Nashville)  
Buddy Ebsen is popular guest star.

CBS & NBC - None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Front Row Center (Sun, 3:30-4:30pm EST) Last show April 22.

Address by President Eisenhower; SPECIAL April 21; Sat, 10-10:30pm EST; LIVE from WTOP-TV(Wash), to the CBS net; kine to the NBC net, 11-11:30pm EST from pool. § Pkgr- CBS, pool line; Prod- Ted Koop. § Telecast of the address of President Eisenhower to the American Society of Newspaper Editors in Washington, D. C. Program preempts Gunsmoke over CBS; local programs over NBC.

Woodrow Wilson Dinner; SPECIAL April 21; Sat, 11:30pm-12midnight EST; KINE from WTOP-TV(Wash), to the CBS net. § Pkgr- CBS(Wash); Prod- Ted Koop. § Senator Alben Barkley (D, Ky.) addresses the Woodrow Wilson Dinner in Washington, sponsored by the Democratic National Committee. Program is in open time.

See It Now (April 23, Mon, 10-11pm EST) Irregularly presented program, pre-empts regular programming at various times. April 23 program is first part of two-part "Report from Africa", reporting on stirrings of unrest among the people of Africa. The second part of the filmed report will be shown on May 17, Thu, 10-11pm EDT. Both parts will be sponsored by Shulton, Inc(Toiletries) thru The Wesley Associates, Inc(NY). The April 23 program preempts Studio One.

Out of Darkness; REPEAT April 29; Sun, 5-6pm EDT; FILM from WCBS-TV(NY), to the net. Sustaining, public service. Repeat showing of the CBS Public Affairs film originally telecast on the net on March 18 (see page 20). Preempts Face the Nation, 5-5:30pm EDT, and The CBS Sunday News, 5:30-6pm EDT. The latter program will be seen from 4-4:30pm EDT this day only, then return to its regular time.

NBC- Youth Wants to Know (Sun, 2:30-3pm EDT) New time, effective April 29. The program was previously seen, 12-12:30pm EST. In its new spot it replaces Outlook, which moves to 5:30-6pm EDT, effective April 29, which in turn replaces Captain Gallant of the Foreign Legion, which goes off for one week and then returns May 5, Sat, 12noon-12:30pm EDT. The Paul Winchell-Jerry Mahoney Show moves to a half-hour later spot, 12:30-1pm EDT, effective May 5.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- Hy Gardner Calling; STATION CHANGE April 29; Sun, 11:30pm-12midnight New York EDT. Participations. Pkgr & Prod- Hy Gardner; Dir- Larry Roemer. Newspaper columnist Hy Gardner interviews celebrities. The program had been seen over WPIX(Ch 11), up to three weeks ago.

WABD(Ch 5) - The Smart Set; DEBUT April 21; Fri, 9-9:15pm EST. Sponsors- Lanvin Parfums, Inc., and Pommery Champagnes. Pkgr & Prod- WABD with Igor Cassini; Prod & Dir- Barry Shear. Columnist Igor Cassini interviews guests and reports news and gossip. The program partially replaces Igor Cassini's Million Dollar Show Case, which had been seen Fridays, 9-9:30pm EST.

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TALENT SHOWSHEET APRIL 20 - APRIL 29

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Most of the shows on Apr. 20, 21, 22, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday Apr. 27. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY APRIL 20  
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Science Fiction Theatre WRCA 7pm Who Is This Man; with Bruce Bennett, Harlow Wilcox, Charles Smith (Truman Bradley)

MAMA CBS 8pm regulars & John D. Seymour, James Young

ETHEL & ALBERT ABC 10pm regulars & Cele McLaughlin, Dortha Duckworth, Nan McFarland, George Petrie, Phil Kramer, Maurice Wells, Joe Silver

SATURDAY APRIL 21  
~~~~~

Henry Fonda Presents WRCA 7pm A Matter of Courage - (O) Somerset Maugham; with Keefe Brasselle

PERRY COMO NBC 8pm Add: Rudy Cardenas

Gunsmoke CBS 10pm Kill this performance; Pre-empted by address by President Eisenhower

GEORGE GOBEL SHOW NBC 10pm Add: Shirley MacLain

SUNDAY APRIL 22  
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LOOK UP & LIVE CBS 10:30am Franciscan Missions in California - (O) Marianna Norris; with Ted Pearson, Michael Kane, Marie May, John Moore, Judith Spector

CAMERA THREE CBS 11:30am The Act of Rebellion - (O) John McGiffert; with Rae Allen, Herbert Volland, Jack Bittner, John Scanlan; (SD) Clay Yurdin

It's A Great Life NBC 7pm The Palm Springs Story; regulars & Allen Jenkins, Joseph Kearns, William Schallert

MONDAY APRIL 23  
~~~~~

TV Reader's Digest ABC 8pm Uncle Sam's C-Men - (O) Frederic Sondern, Jr., (A) Leonard Heideman; with Roy Roberts, Jerry Paris, Robert Foulk, Pat O'Mally, John Archer; (SD)

CAESAR'S HOUR NBC 8pm regulars & William Lee, Leona Powers, H.M. Crayon, Jean Sanders

VOICE OF FIRESTONE ABC 8:30pm Thomas L. Thomas

Medic (Richard Boone) NBC 9pm The Inconstant Heart; with Robin Short, Marianne Stewart, Michael Granger, Richard Bull; (SD) Victor Young

December Bride CBS 9:30pm Beauty Pageant; with regulars & Almira Sessions, Cheerio Meredith, Marjorie Bennett, Sandra Spence, Lee Millar, Peter Gray, Elaine Bruce, Susan Brown, Carole Conn; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm The Baobab Tree - (O) Doria Folliott; with Martha Scott, Charles Drake, Elizabeth Montgomery, Edward Ashley, Audrey Christie; (SD)

STUDIO ONE CBS 10pm pre-empted by See It Now, this week only

Douglas Fairbanks Presents WRCA 10:30pm The Present; with James Kenny, Carol Marsh

TUESDAY APRIL 24  
~~~~~

Warner Bros. Presents ABC 7:30pm Casablanca; with Charles McGraw, Olive Sturgess, Peter Van Eyck, Marcel Dalio, Clarence Muse, Laurie Mitchell, Carl Millette, Ann Codee; (SD)

Phil Silvers Show CBS 8pm Hair; with regulars & Elisabeth Fraser, Michael Enserro; (SW & SD)

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TUESDAY APRIL 24 (Cont'd)  
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|-------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MILTON BERLE SHOW                                     | NBC 8pm     | Olsen & Johnson, The Covans, Jeanette Williams(S); Dir - Milton Berle                                                                                                                     |
| <u>Life &amp; Legend of Wyatt Earp</u> (Hugh O'Brian) | ABC 8:30pm  | <u>Earp vs. Hardin</u> ; with Philip Pine, Barbara Eestar; (SW & SD)                                                                                                                      |
| <u>Navy Log</u>                                       | CBS 8:30pm  | <u>Get Back Somehow</u> ; with Stanley Clements, Robert Shayne, Howard Price, Francis De Sale, Noel Drayton; (SD) Sam Gallu                                                               |
| <u>Jane Wyman's Fireside Theatre</u>                  | NBC 9pm     | <u>The Hidden People</u> - (O) Jameson; with Wyman & John Abbott, Minerva Urecal, Parley Baer; Dir - Sidney Lanfield                                                                      |
| <u>DuPont Cavalcade Theatre</u>                       | ABC 9:30pm  | <u>The Stolen General</u> ; with Dorothea Meadows, Reginald Denny, John Abbott, Barbara Billingsley, Rex Evans, Ben Wright; (O) & Dir. unavailable at press time.)                        |
| RED SKELTON SHOW                                      | CBS 9:30pm  | with Kem Dibbs, Penny Edwards, Sterling Holloway, John Carradine, Billy Gilbert; (SW & SD)                                                                                                |
| PLAYWRIGHTS '56                                       | NBC 9:30pm  | <u>The Center of the Maze</u> - (O) Sam Hall; with Ann Harding, Dina Merrill, Russell Hicks, Mark Richman, William Hanson, J. Pat O'Malley, Gene Saks, Gina Petrushka, John McGiver; (SD) |
| <u>Big Town</u>                                       | NBC 10:30pm | <u>Waterfront</u> ; with regulars & Steven Peck, Ralph Reed, Helen KleeB, Jack Weston, Stafford Repp                                                                                      |

WEDNESDAY APRIL 25  
 ~~~~~

<u>Death Valley Days</u> (Stanley Andrews)	WRCA 7pm	<u>The Little Dressmaker of Bodie</u> ; with Tracey Roberts, Myron Healy, Arthur Space, Regina Gleason, Pat Wright, Jill Herzog, Virginia Lee, Dick Alexander, Ray Bennett, Clark Stevens, Walter Johnson, Robbin Morse
<u>Brave Eagle</u>	CBS 7:30pm	<u>Trouble at Medicine Creek</u> ; with regulars & Peter Mamakos, Ed Hashim
<u>Screen Directors Playhouse</u>	NBC 8pm	<u>Claire</u> ; with George Montgomery, Angela Lansbury, Jean Willes, Amanda Randolph, William Irwin; Dir - Frank Tuttle
<u>Father Knows Best</u>	NBC 8:30pm	<u>Dilemma For Margaret</u> ; regulars & Yvonne Lime, Barbara Woodell, Sam Flint; (SW & SD)
<u>The Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Ed Murdock</u> ; Don Haddock, Martha Vickers, Robert Foulk, Joh Shepodd, Stuart Randall, Claudia Bryar, Dabbs Greer, Richard Reeves, Bart Bradley, Kathy Garver, John Damler, John Fletcher
KRAFT TV THEATRE	NBC 9pm	<u>The Gentle Grafter</u> - (O) O'Henry, (A) Dale Wasserman; with Charles Coburn, Kaye Ballard, Jack Weston, Louis Nye, Robert Emhardt, Parker Fennelly, John McGiver, Marcel Hillaire, Kenny Delmar; (Dir not available at press time)
US STEEL HOUR	CBS 10pm	<u>Noon on Doomsday</u> - (O) Rod Serling; with Everett Sloane, Jack W Warden, Philip Abbott, Lois Smith, Albert Salmi, Truman Smith, Frank Overton, Edgar Stehli, Joan Potter, Peggy Feury, Florence Anglin; (SD) Daniel Petrie

THURSDAY APRIL 26  
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|                          |             |                                                                                                                                                                                    |
|--------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Guy Lombardo</u>      | WRCA 7pm    | Bibi Osterwald                                                                                                                                                                     |
| <u>The Goldbergs</u>     | WABD 7:30pm | <u>The Milk Farm</u> ; regulars & Lucille Rogers, Eva Gerson, Evelyn Wall, Gertrude Kinell, Laura Prilovits                                                                        |
| <u>Bob Cummings Show</u> | CBS 8pm     | <u>Air Force vs. Navy</u> ; with regulars & King Donovan, Robert Ellis, Jeff Silver; (SW & SD)                                                                                     |
| CLIMAX                   | CBS 8:30pm  | <u>Sit Down With Death</u> - (O) William Irish, (A) James P. Cavanagh; with Ralph Bellamy, William Talman, John Williams, Vicki Cummings, Constance Ford; Dir - John Frankenheimer |
| STAR TONIGHT             | ABC 9pm     | <u>Tough Boy</u> - (O) Harry C. Nelson; with Richard Davalos, Jerome Cowan, Joe Mantell, Harry Belaver, Louise Paget; Dir-George Weber                                             |





THURSDAY APRIL 26  
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<u>The People's Choice</u>	NBC 9pm	regulars & Diane Jergens, Joe Brown, Clem Bevans, John Stephenson; (SW) & (SD) by Robert Finkel
<u>Four Star Playhouse</u>	CBS 9:30pm	<u>Touch And Go</u> - (O) Harold Swanton; with David Niven, Barry Kroeger, Beverly Garland, Ralph Peters, Byron Foulger, Tom Jackson, Joseph Perry, Angela Greene, Irene Tedrow, Peggy Maley, Dick Elliott, Frank Marlowe; Dir - Robert Florey
<u>Ford Theatre</u>	NBC 9:30pm	<u>Alibi</u> - (O) Irving Cooper, Jerry Day; with Ralph Bellamy, Patricia Medina, Karin Booth, John Hoyt, Nancy Hadley, Carl Milletaire, Charles Radilac; Dir - Roger Kay
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 10pm	Georgia Gibbs
LUX VIDEO THEATRE	NBC 10pm	<u>Impact</u> - (O Screenplay) Dorothy Reed, Jay Dratler, (A) Sandy Barnett; with Brian Donlevy, John Hoyt, Toni Gerry, Angela Greene, Robert Burton, Tony Barrett, Greta Granstedt, Mary Adams, Henry Hunter, George Eldredge, Gene O'Donnell; Dir - Earl Ebi

FRIDAY APRIL 27  
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|                                       |             |                                                                                                                                                                                                                               |
|---------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of<br/>Rin-Tin-Tin</u>  | ABC 7:30pm  | <u>Rinty Finds a Bone</u> ; with regulars & Joe Sawyer, Otto Waldis, Franz Roehn, John Pickard, Rusty Wescoatt; (SW & SD)                                                                                                     |
| <u>I Spy</u><br>(Raymond Massey)      | WABD 7:30pm | <u>Immortality</u> at 11:00am; with Massey & William Berher, Wendel Phillips; (O) & Dir. unavailable at press time)                                                                                                           |
| <u>Crossroads</u>                     | ABC 8:30pm  | <u>The White Carnation</u> - (O) Tom Reed; with Carl Benton Reid, J. Carroll Naish, Ann Doran, Bobs Watson, Elinor Donahue, Russell Hicks, David Kasday, Jimmy Hayes, Raymond Greenleaf, G. Pat Collins; Dir - Ralph Murphy   |
| <u>Our Miss Brooks</u>                | CBS 8:30pm  | regulars & Bob Rockwell, Paula Winslowe; (SW & SD)                                                                                                                                                                            |
| <u>Life of Riley</u>                  | NBC 8:30pm  | regulars & Henry "Bomber" Kulky, Dayton Lumms, Helen Andrews; (SW & SD)                                                                                                                                                       |
| <u>Crusader</u><br>(Brian Keith)      | CBS 9pm     | <u>Berlin Love Story</u> ; with Lamont Johnson, Brigit Nielsen, Lillian Buyeff, Ivan Triesault                                                                                                                                |
| THE BIG STORY                         | NBC 9pm     | <u>Bob Battle, City Editor: Nashville (Tenn) Banner</u> - (A) Sheldon Stark; with Logan Field, Richard Shepard, Sidney Armus, Lisa Howard, Norman Shelly, Frank Thomas; (SD)                                                  |
| <u>The Vise</u>                       | ABC 9:30pm  | <u>A Coffin for Johnny</u> ; regulars & John Longden, Neil Hallett, Colin Croft, Patrick Holt                                                                                                                                 |
| <u>Schlitz Playhouse<br/>of Stars</u> | CBS 9:30pm  | <u>Step Right Up And Die</u> - (O) Tony Barrett; with Lyle Bettger, Dorothy Patrick Davis, John Doucette, Paul Smith, Louis Barrett, Fred Sherman, Claire Carleton, Russ Scott, Earl Hodgins, Joe Brooks; Dir - Robert Florey |
| STAR STAGE                            | NBC 9:30pm  | <u>A Place to Be Alone</u> - (O) Edmund Ware, (A) A. J. Russell; with John Forsythe, Georgiann Johnson; Dir - Jack Smight                                                                                                     |
| <u>The Lineup</u>                     | CBS 10pm    | <u>The Charlie Case</u> - (O) Sidney Marshall; with regulars & Greta Granstedt, Lane Bradford, Ralph Gamble, Baynes Barron; (SD)                                                                                              |

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 20 THRU FRIDAY APRIL 27  
 ~~~~~

GARRY MOORE SHOW	CBS 10am	4/25 - Bernie West(C); 4/27 - Milbourne Christopher(magician), Charlotte Rae(C)
JACK PAAR SHOW	CBS 1pm	4/24 - Elsa Maxwell; 4/27 - Eddie Peabody(M)
NBC MATINEE THEATRE	NBC 3pm	4/23 - <u>Whom Death Hath Joined Together</u> - (O) Alvin Sapinsley(B&W only); 4/24 - <u>Tin Wedding</u> - (O) Hagar Wilde, Judson O'Donnell(B&W); 4/25 - <u>The Explorer</u> - (O) Howard Rodman(B&W); 4/26 - <u>A Woman Named Ruby</u> - (O) Christy Munro, (A) Doris Gilbert; 4/27 - <u>Bright Boy</u> - (O) John Boruff
MODERN ROMANCES	NBC 4:15pm	4/23 - 4/27 - (O) Harry W. Junkin; with Audra Lindley, Neva Patterson, Edward Andrews, Robert Ellenstein, Edmon Ryan, Belle Flower





MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 20 THRU FRIDAY APRIL 27  
 ~~~~~

EDDIE FISHER COKE TIME NBC 7:30pm 4/27 - Jaye P. Morgan

TONIGHT NBC 11:30pm 4/23 -(from Fort Worth, Tex); 4/24 - Andres Segovia(M), Lurlene Hunter(S); 4/25 - Ella Fitzgerald Trio, Gabe Dell(C); 4/26 - Roscoe Ames, The Chuckles(S), Carol Bennet(S); 4/27 - Errol Garner(M), Don Adams(C), Carol Bennet(S)

SATURDAY APRIL 28  
 ~~~~~

Fury NBC 11am Joey Goes Hunting - (O) Hugh King; with regulars & Ann Robinson, Russ Conway, Jim Hayward; Dir - Oscar Rudolph

Tales of the Texas Rangers CBS 11:30am Home In San Antonio; re-run of 10/29/55

Jackie Gleason Show CBS 8pm On Stage; with regulars & George Neise, Alexander Clark, George Petrie; (SW & SD)

PERRY COMO SHOW NBC 8pm Patti Page, The Golden Kids

Grand Ole Opry ABC 8pm Buddy Ebsen, Lorrie Collins, Larry Collins

STAGE SHOW CBS 8:30pm regulars & Tony Bennett(S), DeMarco Sisters(S), Roger Ray(C), Charles Castleman(M); (SD)

TEXACO STAR THEATRE NBC 9:30pm Johnnie Ray (from Las Vegas)

Gunsmoke CBS 10pm (See last week's listing, pre-empted by Eisenhower, moved to this week)

GEORGE GOBEL SHOW NBC 10pm regulars & Pat Buttram

Damon Runyon Theatre CBS 10:30pm Bred For Battle - (O) Jack Harvey; with John Bromfield, Sheldon Leonard, Nancy Gates, Race Gentry; Dir - Sidney Miller

SUNDAY APRIL 29  
 ~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am The Silences of Katie McClain - (O) Howard Rodman; with Frank Maxwell, Maxine Stuart; (SD)

LOOK UP & LIVE CBS 10:30am (Excerpts from various past telecasts in this series): Shadow And Substance - (O) Paul Vincent Carroll; with Helena Carroll; Idylls of the King - (O) Alfred Lord Tennyson; with James Foster; Michael Kane (reader); Walter Farrell Chorale; (SD)

Telephone Time CBS 6pm Away Boarders - (O) John Nesbitt, (A) William Rousseau; Dir - Eugene Lourie. (Cast not available at press time)

You Are There CBS 6:30pm The Arrival of Haley's Comet - (O) Jack Bennett; with Frank Wilcox, Olan Soule, Forrest Lewis, James Gavin; (SD)

Roy Rogers NBC 6:30pm Loaded Guns - (O) Mike Raison; with regulars & Evan Loew, George Douglas, Denver Pyle, Steve Pendleton, Lyle Talbot, Sandy Sanders, Russ Scott; Dir - Robert G. Walker

It's A Great Life NBC 7pm The Yachting Party; with regulars & Noreen Nash, Jill Jarmyn; (SW & SD)

Frontier (Walter Coy) NBC 7:30pm Patrol; with Pat Colby, Herb Ellis, Phil Barnes, Strother Martin, Rusty Royce, Fred Shellack, Chris Dark, Jim Griffith, Don Kennedy; (SW); Dir - David Friedkin

ED SULLIVAN SHOW CBS 8pm Kate Smith, Eve Arden, Richard Hearne, Peter Sisters, Jean Carroll(C), The Goofers, The Luvax; (SD)

NBC COMEDY HOUR NBC 8pm Jane Froman, Johathan Winters, Larry Storch, Pat Stanley, Cliff Arquette & Dave Willock

General Electric Theatre CBS 9pm H.M.S. Marlborough - (O) Nicholas Monsarrat (from H.M.S. Marlborough Will Enter the Harbor); with Joseph Cotten

ALCOA HOUR NBC 9pm Paris and Mrs. Perlman - (O) John Vlahos; with Gertrude Berg, Claude Dauphin, Sanford Meisner, Joey Walsh, Janet Fox; Dir - Robert Finkel

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APRIL 25, 1956

VOLUME 8 NUMBER 17 A

EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

NBC has officially confirmed that the NBC Comedy Hour will finish its run soon. The network will attempt to match personality against personality, with The Steve Allen Show slated to move into the Sunday, 8-9pm spot during coming months, to oppose Ed Sullivan. The new show, starring Mr. Allen as host and comedian, is intended basically to be a comedy series with top guest artists from all fields, and it will originate in New York. According to present plans, Allen will continue with his weekday evening Tonight program, probably dropping the Monday night performance to begin with because of the added work, with other personalities as replacements. Odd sidelight of this new move by NBC to re-build its flagging Sunday night hour is that during the tenure of the NBC Comedy Hour the net has used several different types of people as hosts and hostesses, but Allen hasn't appeared at all. He hosted several spectaculars last season in his last appearance as host or co-star of a major evening program. Allen originally made his mark in New York as star of the early afternoon Steve Allen Show for CBS before shifting over to Songs for Sale for the same net. Then he went to NBC for the Steve Allen Show, locally in New York, before the Tonight theme was begun on the net. Considering recent program changes: NBC uses up comics in the evening, CBS uses them up in the early afternoons.

Between a speech made last Tuesday in Chicago and a Friday announcement in New York, Arthur Godfrey decided to junk his intended Wednesday night variety version of his current program and get out of doing major television productions week after week. The opening thus created could be filled by Herb Shriner if the net holds to its plan to present the comedian in a one-hour variety format.....The new Johnny Carson Show, starting May 28 as an afternoon variety show, 2-2:30pm EDT, will be produced by Herb Allen, currently associate producer of the late afternoon Bob Crosby Show. Up to last season, Allen was producer of the Crosby show until the staff shifted around to new assignments.....The other CBS afternoon five-a-week replacement show will be Stand Up and Be Counted, "a panel show that will attempt to solve viewers' problems," which will replace The Jack Paar Show, also on May 28, 1:10-1:30pm EDT. The Frank Cooper package will have Bob Russell as m.c.-moderator. Chosen thru letters, participants will present problems confronting them. Studio audience volunteers will be asked to offer their solutions, then the rest of the audience will vote on the most feasible of the solutions offered. The problem-presenter will return at a later date to tell whether the advice was helpful or not. The first ten minutes of the replacement time, 1-1:10pm EDT, will be filled with a news program, a new departure for CBS in afternoon programming.

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(MORE)

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Jane Wyman starts production on her fall series of films on May 7, with William Rousseau producing, at Republic. Peter Dixon is script editor for the new films, with Leo Townsend and Jameson Brewer handling staff writer chores, supplementing the free lance scripts bought for filming.....In a slight shift of sponsorship, Chevrolet Dealers of America will sponsor 20 variety shows on an every other week basis over NBC, Tuesdays, 8-9pm NYT starting Sept 18. This past season and currently, every third week of the time period has been sponsored by the Chevrolet Division, GMC. Program plans call for Dinah Shore to do eight or ten of the one hour shows, with Bob Hope returning to do six or eight of the other spots. The open programs not filled by either of the two will have other stars, probably in single appearances. Because of the new set-up, Miss Shore will drop her current Tuesday evening, 7:30-7:45pm, music spot, but will return in the fall for the regular Thursday, 7:30-7:45pm program, starting Oct 4. The latter is also for Chevrolet Dealers.

Margaret Truman will make two appearances for NBC on the West Coast in June; appearing in a comedy sketch on the George Gobel Show on June 2 and then within the week, starring on NBC Matinee Theatre on June 6 in a production of "Autumn Crocus." .....CIBA Pharmaceutical Products will bring its recent Monday evening Medical Horizons program back to ABC in the fall in a new time spot, Sunday afternoons, 4:30-5pm, starting Sept 9. The program will have a new lineup of 85 stations; with Don Goddard returning as narrator; and Bob Foster and Bill McCarthy as producer-directors for packager J. Walter Thompson Co., agency for CIBA.....NBC will shift its afternoon programming starting June 4 when it switches its network option hours, with the approval of its affiliates. Tennessee Ernie Ford will move his program from its current 12-12:30pm time to 2:30-3pm, the new half-hour taken from the local stations. A new audience participation program (several have been up for consideration) will fill the spot vacated by the Ford show. Howdy Doody, now seen 5:30-6pm each day during the week, will shift to a half-hour or one hour weekend show, with its vacated time reverting to local stations as an exchange for the 2:30-3pm daily half hour being taken by the net.

Private Secretary, whether or not production resumes with Ann Sothern for fall showing, will continue to be seen in its Sunday night time every week during the summer in its alternate role as replacement for the Jack Benny Show.....Our Miss Brooks, also up in the air on future production, will continue with the summer at least in its present time.....One of Jess Oppenheimer's first chores when he joins NBC next week in Hollywood will be to lick the problem of developing a Baby Snooks film series, which he produced and wrote on radio for Fanny Brice. Oppenheimer is also working on other film series and ideas for NBC for future development.....Alan Dinehart's series idea, Riders of the Pony Express, is being repped and packaged by Theatrical Enterprises, Inc(NY).

PEOPLE GOING PLACES: Jack Rayel named executive producer for CBS on the Ford Star Jubilee specials in Hollywood, succeeding Harry Ackerman, who leaves the net to head his own company, Ticonderoga Productions, which will develop new programs for CBS.....Guy della Cioppa shifts over from CBS net radio to become director of network programs in Hollywood for CBS Television.....Edwin S. Friendly, Jr., has been named general manager of Project 600 for CBS Television in New York. The project comprises the two CBS early morning TV programs, Good Morning and Captain Kangaroo. .....Wally Gould is heading the expanded Commercials Division of Guild Films in New York.....Baylen H. Smith named production manager of WISN-TV(Milwaukee).....Douglas H. Stone joined NBC's Home show as a staff feature writer.....Bob Colodzin joined Benton & Bowles, Inc(NY) as a TV commercial producer.....Jules V. Schwerin named creative supervisor of TV commercials for Robert Davis Associates, NY film producers.....Charles C. (Bud) Barry has been named to organize and take charge of all TV operations for Metro-Goldwyn-Mayer, also acting as liaison between NY and LA.





# Ross Reports ON TELEVISION

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APRIL 30-MAY 6, 1956

VOLUME 6

NUMBER 18

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday (May 5)

CBS- 5-5:15pm EDT; SPECIAL; Kentucky Derby Preview; LIVE from WHAS-TV (Louisville, Ky), to the net. § Sustaining. § Pkgr- CBS Sports (NY); Prod- Judson Bailey. § Chris Schenkel discusses the Kentucky Derby, interviewing personalities on the grounds at Churchill Downs race track. The telecast of the Derby follows immediately after (see page 32), with Fred Capossela describing the race, Bryan Field doing the color commentary and Phil Sutterfield conducting the winner's circle interviews.

NBC- 10:30-11am EDT; RETURN; I Married Joan; FILM from WRCA-TV (NY), to the net. § Sustaining. § Dist- Interstate TV Corp.; Pkgr & Prod- Joan Davis Enterprises (LA); Prod- P. J. Wolfson; Dirs- Various. § Re-runs of films in the series which were seen over NBC, Wednesdays, 8-8:30pm NYT; debuted Oct 15, 1952, last showing in first run, April 6, 1955. The films now replace Children's Corner (last show April 28).

### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Ford Star Jubilee (Every 4th Sat, 9:30-11pm NYT) May 5; "This Happy Breed," starring Noel Coward and Edna Best (see page D for other cast credits); Prods- Lance Hamilton, Charles Russell; Stager & Dir- Ralph Nelson; LIVE from WCBS-TV (NY); (COLOR).

NBC- Producers Showcase (Every 4th Mon, 8-9:30pm NYT) April 30; "Dodsworth," starring Frederic March, Claire Trevor, Geraldine Fitzgerald (see page A for other cast credits); Prod & Dir- Alex Segal; LIVE from KRCA-TV (LA); (COLOR).

### OTHER NETWORK CHANGES & ADDITIONS

NBC- Meet the Press Anniversary Dinner; SPECIAL April 29; Sun, 3:30-4pm EDT; FILM from WRCA-TV (NY), to the net. § Sustaining. § Pkgr- NBC News & Public Affairs; Prod- Anne Gillis. § Film highlights of the Meet the Press 10th Anniversary Dinner in Washington, April 28, at the Sheraton Park Hotel. The program replaces Zoo Parade in the time spot, this day only.

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OTHER NET CHANGES (More)

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OTHER NETWORK CHANGES (Cont'd)

CBS- The Big Payoff (Mon thru Fri, 3-3:30pm EDT) Program originates from Miami Beach, Fla., during the week April 30-May 4, then returns to its NY origination.

NBC- Today (Mon thru Fri, 7-9am EDT) New Pacific coast schedule, effective April 30: 6-7am PDT, live in Los Angeles only, featuring Dave Garroway and Chet Huntley (this will be the live show done in New York, 9-10am EDT, not seen over Eastern stations, but seen in the Midwest, 8-9am CDT); also 7-8am PDT, kinescope to entire Pacific network; again 11am-12noon PDT, Dave Garroway on kinescope with a West Coast personality appearing live.

Home (Mon thru Fri, 11am-12noon EDT) Effective May 1 and each Tue & Thu thereafter, 11:30am-12noon EDT, a live and film segment produced by the Home staff with Sunset Magazine, will originate from KRON-TV(San Francisco).

## NETWORK SPONSOR CHANGES & ADDITIONS

| <u>NET</u> | <u>PROGRAM NAME</u>                       | <u>SPONSOR AND AGENCY</u>                                                                                                      |
|------------|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| CBS        | -Bob Cummings Show<br>(Thu, 8-8:30pm NYT) | --Colgate Palmolive Co thru Wm. Esty Co(NY) will alternate weekly with current sponsor R. J. Reynolds Tobacco Co, starting 5/3 |
|            | -Two For the Money<br>(Sat, 9-9:30pm NYT) | --The Bulova Watch Co thru McCann-Erickson(NY) will alternate weekly with current sponsor P. Lorillard Co, starting 5/5        |
| NBC        | -News Caravan<br>(M thru F, 7:45-8pm NYT) | --Plymouth Motor Corp., Div. Chrysler, drops its current Wed and Fri segments after 6/29                                       |
|            | -News Caravan                             | --Miles Laboratories thru Geoffrey Wade(Chi) will sponsor the alternate Wed and each Fri segments, starting 7/6 and 7/11       |
|            | -News Caravan                             | --Time-Life thru Young & Rubicam, Inc(NY) will sponsor the alternate Wed segment, starting 7/4                                 |

## MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) - Sports Night; DEBUT April 25; Wed, 8-11pm EST; LIVE & FILM. Participations. Pkgr- WABD; Prod- John Kieran, Jr. Tom Moore is host for New York the show which opens each week with an 8-8:30pm panel discussion, in the form of a press conference, with metropolitan sportswriters quizzing controversial sports headliners; followed by interviews with personalities and films of historical and current sports events and exhibitions. The show will close with late sports news and scores.

WABD - The Nick Kenny Show; DEBUT April 30; Mon, 11:15-11:30pm EDT. Sponsor-Florida Land and Homes Bureau, Inc. thru Flint Advertising(NY). Nick Kenny, radio-TV columnist and songwriter, interviews guests connected with social services and songwriters, one of each a week. Kenny closes with a reading of a poem.

WBZ-TV(Ch 4) - Rex Trailer's Boomtown; DEBUT April 28; Sat, 7:45-10am EDT. Sustain-  
Boston ing. Program features songs and stories of the old West, with  
cowboy star Rex Trailer doing trick riding, roping and shooting, fea-  
turing his horse, "Goldrush". The program will also include Western films.

KNXT(Ch 2) - Play it With Music; STATION CHANGE April 25; Wed, 10-10:30pm PST.  
Los Angeles Sponsor- McDonald Bros. Construction Co. Pkgr- Ross-Danzig Produc-  
tions(LA). Piano-panel program, with Alex Cooper as m.c. and Chico  
Marx, Walter Gross, Rose Marie and Bobby Troup as permanent panelists, all seated  
at pianos using the instruments to answer questions. The program was formerly seen  
on KABC-TV, Thu, 10-10:30pm; last show on April 12.

WRCV-TV(Ch 3)- The Bible Puppeteers; DEBUT April 29; Sun, 9:30-10am EDT. Sustaining. Philadelphia Ginny Brown reads from the Bible to a group of 10-12 year old children, followed by a puppet interpretation of the reading. The puppets are handled by a Philadelphia group known as the Bible Puppeteers.



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SECRET (TOP SECRET) (TOP SECRET) (TOP SECRET)

... (The text is extremely faint and mostly illegible, appearing to be a list or index of names and locations.) ...

...and I will continue to work hard to make sure that the people of the world are safe and secure. I will continue to work hard to make sure that the people of the world are safe and secure. I will continue to work hard to make sure that the people of the world are safe and secure.

... ..

7. INTERVIEW ON 11/11/19

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TALENT SHOWSHEET APRIL 27 - MAY 6  
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Most of the shows on Apr. 27, 28, 29 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 4. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY APRIL 27  
 ~~~~~

Science Fiction Theatre WRCA 7pm     The Green Bomb; with Whit Bissell, Kenneth Tobey, Robert Griffin (Truman Bradley)

MAMA                                      CBS 8pm                      Nels Goes to War; with regulars & Alice Frost, Nancy Rennick

STAR STAGE                                NBC 9:30pm                Add(to cast): Jerome Kilty

ETHEL & ALBERT                          ABD 10pm                regulars & Cele McLaughlin, Dortha Duckworth, Edith Gresham, Harry Bannister, Alex Clarke, Katherine Anderson, Bill Flower, Lulu B. King

SATURDAY APRIL 28  
 ~~~~~

WINCHELL-MAHONEY                      NBC 12N                    regulars & Sam Taylor(M), Jerry Vale(S)

PERRY COMO SHOW                        NBC 8pm                    Add: Louis Armstrong, Alan King(C)

TEXACO STAR THEATRE                    NBC 9:30pm                Add: Liberace, Peter Lawford, George Raft

CHANCE OF A LIFETIME                  ABC 10pm                   Shirley Givens(M)

SUNDAY APRIL 29  
 ~~~~~

CAMERA THREE                            CBS 11:30am                New York Pro-Musica Antiqua group, with Russell Oberlin & Betty Johnson(S), and Paul Maynard(M)

You Are There                            CBS 6:30pm                Corr. title to: The Return of Halley's Comet; Add(to cast): Herbert Butlerfield, Murray Alper, William Pawcette, Ezelle Poule, Phillip Chambers, William Schallert, William Bakewell

NBC COMEDY HOUR                        NBC 8pm                    Add: Gene Sheldon

ALCOA HOUR                                NBC 9pm                    in COLOR

Alfred Hitchcock Presents                      CBS 9:30pm                The Gentleman From America - (O) Michael Arlen, (A) Francis Cockrell; with Biff MacGuire, Ralph Clanton, John Irving, Sonia Torgeson, Jan Cheney, Eric Snowden, Geoffrey Steele, John Anderson, John Dodsworth

Loretta Young Show                      NBC 10pm                    Casebook - (O) Lowell S. Hawley; with Young, Charles, Drake, Nelson Leigh, Nadene Ashdown, Stuart Randall; Dir-Harry Keller

MONDAY APRIL 30  
 ~~~~~

Passport to Danger                      WABD 7:30pm                Antigua - (O) Donald S. Sanford; with Rita Lynn, Robert Tafur, Alberto Morin, Martin Garralaga, Peter Reynolds, Charles Stevens, Ann Morriss, Lee Millar, Margaret Martin; Dir -Erle C. Kenton

TV Reader's Digest                      ABC 8pm                    Miss Victoria - (O) Patricia Strauss, (A) David Evans; with Judith Evelyn, Rhys Williams, Noel Drayton, Antony Eustrel, Helen Mowery, Jean Byron, Keith McConnell

PRODUCERS' SHOWCASE                    NBC 8pm                    Dodsworth - (O) Sinclair Lewis, (A) David Shaw; with Fredric March, Claire Trevor, Geraldine Fitzgerald, Stephen Bekassy, Robert Boon, Tom Cound, Dick Elliott, Janine Grandell, Celia Lovsky, Grazia Narciso, Frank Puglia, Barbara Robbins, Olive Sturgess, William Swan, Geoffrey Toone, Regis Toomey; Prod-Dir - Alex Segal

Voice of Firestone                      ABC 8:30pm                Roberta Peters

I Love Lucy                                CBS 9pm                    re-run of 5/17/54



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MONDAY APRIL 30  
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|                                       |              |                                                                                                                                                                                                                                                      |
|---------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>December Bride</u>                 | CBS 9:30pm   | <u>Lily and the Sailor</u> ; with regulars & Nestor Paiva, Gilbert Perkins, Hubert Kerns, Ray Saunders, Richard Elmore, Boyd Morgan, Ruth Oklander; (SW & SD)                                                                                        |
| ROBERT MONTGOMERY<br>PRESENTS         | NBC 9:30pm   | <u>Don't Do Me Any Favors</u> - (O) Robert J. Shaw; with Eetsy von Furstenberg, Johnny Desmond, Martha Greenhouse, Tony Mattola, Joe De Santis, Katherine Meskill, Melville Ruick, Jean Christian, Tom Gorman, Frank Waldecker; Dir - Perry Lafferty |
| STUDIO ONE                            | CBS 10pm     | <u>I Do</u> - (O) Ernest Kinoy; with Gigi Perreau, Bobby Driscoll, Harry Townes, Carolyn Brenner, Cliff Hall, John Shellie, Alfreda Wallace, Jill Seiferth, Robert Cass; (SD) Paul Nickell                                                           |
| <u>Douglas Fairbanks<br/>Presents</u> | WRCA 10:30pm | <u>Ship Day</u> ; with Cyril Cusack, Clifford Evans, Raymond Young, Alexander Guage                                                                                                                                                                  |

TUESDAY MAY 1  
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<u>Warner Brothers Presents</u> (Gig Young)	ABC 7:30pm	<u>Cheyenne: Star in the Dust</u> ; Clint Walker, Don Megowan, Adele Mara, Ian Wolfe, Morris Ankrum, William Phipps
<u>Phil Silvers Show</u>	CBS 8pm	<u>The Con Men</u> ; with regulars & Grant Richards, Danny Dayton, Sally Mansfield; (SW & SD)
THE CHEVY SHOW	NBC 8pm	Bob Hope, Kathryn Grayson, George Sanders, Pearl Bailey
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>King of the Cattle Trails</u> ; regulars & Lynn Roberts, Roy Roberts, Don Haggerty; (SW & SD)
<u>Navy Log</u>	CBS 8:30pm	<u>Rock Breaks Scissors</u> ; with James Seay, Robert Keys, Ray Gordon, Joey Forman, Max Slaten; Dir - Jean Yarbrough
<u>Danny Thomas Show</u>	ABC 9pm	<u>Love Thy Neighbor</u> ; regulars & Frank Faylen; (SD)
<u>Jane Wyman Fireside Theatre</u>	NBC 9pm	<u>Along Came a Bachelor</u> - (O) Virginia & Edwin Gilbert, (A) Katherine & Dale Eunson; with Wyman, Patric Knowles, Harvey Grant, Olive Blakeney, Bobby Clark, June Ellis, Claudia Bryar, Mario Siletti, Wendy Winkelman; (SD) Sidney Lanfield
<u>DuPont Cavalcade Theatre</u>	ABC 9:30pm	<u>Diplomatic Outpost</u> - (O) John R. Roberts; with John Hudson, Cynthia Stone, Willis Bouche, Richard Loo, Jean Wong, Frances Fong, Robert Karnes, Noel de Souza, Harlan Warde, Wendy Winkelman; Dir - Reginald LeBorg
RED SKELTON SHOW	CBS 9:30pm	regulars & Elena Verdugo; (SW & SD)
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	<u>73 Seconds Into Space</u> - (O) Milton Rosen( <u>The Viking Rocket</u> ), (A) Irve Tunick; with James Daly, Biff McGuire, Pat McVey; (SD) Paul Bogart
<u>Big Town</u> (Mark Stevens)	NBC 10:30pm	<u>Country Editor</u> ; with regulars & Howard Wendell, Robert Gist, Mason Curry, Hope Summers, Esther Dale; (SD)

WEDNESDAY MAY 2  
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|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Death Valley Days</u><br>(Stanley Andrews) | WRCA 7pm   | <u>Land of the Free</u> ; with Felix Nelson, James Adamson, Kirk Riley, Gail Davis, Coulter Irwin, Edythe Elliott, Willa Pearl Curtis, Frank Richards, House Peters, Jr., Jack O'Shea                                          |
| <u>Brave Eagle</u>                            | CBS 7:30pm | <u>Face of Fear</u> ; with regulars & Jan Arvan, Kim Winona                                                                                                                                                                    |
| <u>Screen Directors Playhouse</u>             | NBC 8pm    | <u>The Brush Roper</u> ; re-run of 11/23/55                                                                                                                                                                                    |
| <u>Father Knows Best</u>                      | NBC 8:30pm | <u>Hero Father</u> ; with regulars & Tommy Ivo, Kenneth Tobey, Paul Wallace, Duke Snider                                                                                                                                       |
| <u>The Millionaire</u><br>(Marvin Miller)     | CBS 9pm    | <u>The Story of Louise Williams</u> ; with Vanessa Brown, William Ching, Beverly Wills, Scott Forbes                                                                                                                           |
| KRAFT TV THEATRE                              | NBC 9pm    | <u>A Night to Remember</u> ; kine repeat of 3/28/56; (O) Walter Lord; (A) George Roy Hill & John Whedon; Dir - George Roy Hill                                                                                                 |
| <u>20th Century-Fox Hour</u>                  | CBS 10pm   | <u>Broken Arrow</u> - (O) Elliott Arnold( <u>Blood Brother</u> ), (A) Clark E. Reynolds; with Ricardo Montalban, Rita Moreno, John Lupton, Joseph Cotten, Anthony Caruso, Robert Warwick, Robert Simon, Dir - Robert Stevenson |

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THURSDAY MAY 3  
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<u>Guy Lombardo</u>	WRCA 7pm	Elise Rhodes
<u>The Goldbergs</u>	WABD 7:30pm	<u>Nurse's Aide</u> ; with regulars & Ann Stillings, Jack Delmonte, Harold Grau
<u>Sgt. Preston of the Yukon</u> (Richard)	CBS 7:30pm (Simmons)	with Charles Braswell, Laurie Halliday, Wade Cagle, Keith Richards
<u>Bob Cummings Show</u>	CBS 8pm	<u>The Boys Join Up</u> ; with regulars & Robert Ellis, Jeff Silver, Clarence A. Shoop; (SW & SD)
CLIMAX!	CBS 8:30pm	<u>The Empty Room Blues</u> - (O) Adrian Spies; with Celeste Holm, Gerald Mohr, Peggy Webber, Richard Carlyle; Dir-Allen Reisner
STAR TONIGHT	ABC 9pm	<u>Can You Coffeepot on Skates?</u> - (O & A) Nell O'Day & William Lawrence; with Susan Harrison, Nicholas Joy, Eleanor Wright, Claire Kiley, Leo G. Carroll
<u>The People's Choice</u>	NBC 9pm	regulars & Lola Albright, John Stephenson, Arthur Q. Bryan, Robert Armstrong, George Neise; (SW & SD)
<u>Four Star Playhouse</u>	CBS 9:30pm	<u>A Long Way From Texas</u> - (O) James Bloodworth, (A) Dick Carr; with Dick Powell, Gloria Winters, Paul Smith, Herb Vigran, Alan Mowbray, Regis Toomey, Tony Dante; Suzanne Alexander, Gene Hardy, Milton Frome, Tony George, Joe Gilbert, Laurie Mitchell, Herbert Lytton; Dir - Robert Florey
<u>Ford Theatre</u>	NBC 9:30pm	<u>The Payoff</u> - (O) Blake Edwards; with Howard Duff, Janet Blair, Michael Fox, John Day, John Hart, Richard Crane, Mel Welles
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 10pm	Guy Mitchell(S)
LUX THEATRE	NBC 10pm	<u>Has Anybody Seen My Gal?</u> - (O) Eleanor Porter; screenplay by Joseph Hoffman; TV(A) Ed James; with Gene Lockhart, Diane Jergens, Ann Doran, Glen Kramer; Dir - Norman Morgan

FRIDAY MAY 4  
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| <u>Science Fiction Theatre</u>   | WRCA 7pm   | <u>When A Camera Fails</u> ; with Gene Lockhart                                                                                                                                                                                                               |
| <u>Adventures of Rin-Tin-Tin</u> | ABC 7:30pm | <u>Rin-Tin-Tin Meets Mr. Nobody</u> ; with regulars & Rand Brooks, Chubby Johnson, Rush Williams, Charles Stevens, Zon Murray                                                                                                                                 |
| MAMA                             | CBS 8pm    | <u>Mama's Waiting</u> ; with regulars & Lawrence Hugo, Owen Coll; (SW&SD)                                                                                                                                                                                     |
| <u>Crossroads</u>                | ABC 8:30pm | <u>Home is the Sailor</u> - (O) George Bruce; with David Brian, William Leslie, Marsha Henderson, Judith Ames, Nancy Valentine, Harry Antrum, Edward Brophay, Frank Scannell, Frank Sully                                                                     |
| <u>Our Miss Brooks</u>           | CBS 8:30pm | regulars & Bob Rockwell, Hy Averbach                                                                                                                                                                                                                          |
| <u>Life of Riley</u>             | NBC 8:30pm | regulars & Gordon Jones, Barney Phillips, Hal K. Dawson, Jack Edwards, David Alpert                                                                                                                                                                           |
| <u>Crusader</u> (Brian Keith)    | CBS 9pm    | <u>A Quiet Town</u> ; with Robert Simon, Roy Roberts, Eleanore Tanin, Bill Phipps, Hermine Sterler, Bartlett Robinson                                                                                                                                         |
| THE BIG STORY                    | NBC 9pm    | <u>Al Topel, Reporter: Miami(Fla) Daily News</u> - (A) Alvin Boretz; with Robert Carroll, Matt Crowley, Paul Porter Jr, Don Brinkley, Art Johnson, Herbert Volland, Harry Haynesworth                                                                         |
| <u>The Vise</u>                  | ABC 9:30pm | <u>Wrong Time Murder</u> ; with John Loder, Jean Aubrey, Peter Reynolds Alastair Hunter, Eunice Melville; re-run                                                                                                                                              |
| <u>Schlitz Playhouse</u>         | CBS 9:30pm | <u>Formosa Patrol</u> - (O) Jacland Marmur, (A) Steve Fisher; with Eddie Bracken, Carl Benton Reid, Walter Coy, Joe Bassett, Mary Ellen Kay, Syd Saylor, Paul Smith, Ron Hargrave, Larry Blake, Lyle Latel, Walter Kelley, Judy Socher; Dir - Harold Schuster |
| STAR STAGE                       | NBC 9:30pm | <u>Bend to the Wind</u> - (O) Roger Lawton; with Brandon de Wilde, Meg Mundy, James Gregory                                                                                                                                                                   |
| <u>The Lineup</u>                | CBS 10pm   | <u>The Telephone Case</u> - (O) Ellis Marcus; with Otto Waldis, Joan Copeland, James Ogg, Jean Del Val, Len Lesser; Dir-Harold Schuster                                                                                                                       |



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MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY APRIL 27 THRU FRIDAY MAY 4  
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GARRY MOORE SHOW	CBS 10am	5/4 - Gene Wesson & Gordon Polk(C); Mr. Ballantine
TENNESSEE ERNIE FORD	NBC 12N	5/1 - Rose Marie(S)
JACK PAAR SHOW	CBS 1pm	5/3 - Jim Moran; 5/4 - Charles Mana(C)
NBC MATINEE THEATRE	NBC 3pm	4/30 - <u>The Carefree Tree</u> - (O) Aldyth Morris, (A) Helene Hanff; 5/1 - <u>Graybeards and Witches</u> - (O) Robert Esson; with Agnes Moorehead, Cathy O'Donnell; 5/2 - <u>The Legend of Jenny Lind</u> - (O) Irve Tunick; with Dorothy Kirsten; 5/3 - <u>Daughter of the Seventh</u> - (O) S.S. Schweitzer; 5/4 - <u>Night Must Fall</u> - (O) Emlyn Wil- liams; with Richard Jaeckel
BOB CROSBY SHOW	CBS 3:30pm	Jack Narz subs for Crosby all this week
MODERN ROMANCES	NBC 4:15pm	4/30-5/4 - (O) Grace Klein; with Hildy Parks, Richard Kendrick, Lee Bergere, Arney Freeman, Patricia Shay
TONIGHT	NBC 11:30pm	4/30 - George Gobel, Frances Wayne(S); 5/1 - Mel Torme(S), Bill Haast(snake trainer); 5/2 - Zachary Scott, Ard Harris & Mitch Leigh(C); 5/3 - Billy Taylor Trio(M), Roger Ray(C-M); 5/4 - Homer & Jethro(S), Bobby Scott(S)

SATURDAY MAY 5  
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| <u>Fury</u>                                                                        | NBC 11am   | <u>Scorched Earth</u> ; with regulars & Edward Penney, Dick Wessel, Da-<br>vid Kasday; (SW); Dir - Nathan Juran                                                                                                                                |
| <u>Tales of the Texas Rangers</u> CBS 11:30am <u>Jail Bird</u> ; re-run of 11/5/55 |            |                                                                                                                                                                                                                                                |
| <u>Capt. Gallant of the Foreign Legion</u>                                         | NBC 12N    | <u>Firepower</u> ; with regulars & Marie-Jose-Darene, Philippe Nicaud, :<br>Pierre Marteville, Henry Beckman; (SW & SD)                                                                                                                        |
| <u>Jackie Gleason Show</u>                                                         | CBS 8pm    | <u>Dial J for Janitor</u> ; with regulars & Louis Van Rooten, Zama Cunn-<br>ingham, Eddie Hanley, Vic Rendina, Sammy Birch, Dick Dernie,<br>Dick Balduzzi; (SW & SD)                                                                           |
| PERRY COMO SHOW                                                                    | NBC 8pm    | George Gobel, Dorothy Shay                                                                                                                                                                                                                     |
| STAGE SHOW                                                                         | CBS 8:30pm | regulars & Sarah Vaughn(S), Morey Amsterdam(C)                                                                                                                                                                                                 |
| <u>Texaco Star Theatre</u>                                                         | NBC 9:30pm | regulars & Peter Lawford                                                                                                                                                                                                                       |
| FORD STAR JUBILEE                                                                  | CBS 9:30pm | <u>This Happy Breed</u> - (O) Noel Coward; with Coward, Edna Best,<br>Patricia Cutts, Robert Chapman, Joyce Ash, Roger Moore, Guy<br>Spaul, Norah Howard, Beulah Garrick, Rhoderick Walker, Sally<br>Pierce, Vera Marshall; Dir - Ralph Nelson |

SUNDAY MAY 6  
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LAMP UNTO MY FEET	CBS 10am	<u>Something Extra</u> - (O) Steven Gether; with Cathleen Nesbitt, Charles Aidman, Blanche Cholet; (SD) Karl Genus
FRONTIERS OF FAITH	NBC 3pm	<u>The Enemy</u> - (O) James Yaffe & William Wise; with Morton Balsam, Ben Hammer, Luis Van Rooten, Joseph Julian, Nina Hanson, Elva Meehan, Fred Kareman; Dir - Martin Hoade
HALLMARK HALL OF FAME	NBC 4pm	<u>Cradle Song</u> - (O) Martinez Sierra, (A) James Costigan; with Ju- dith Anderson, Siobhan McKenna, Evelyn Varden, Barry Jones, Ant- hony Franciosa, Deirdre Owens; Dir George Schaefer; (Translation into English by John Garrett Underhill)
<u>Roy Rogers</u>	NBC 6:30pm	<u>Phantom Rustlers</u> - (O) Dwight Babcock; with regulars & Harry Harvey, Robert Hyatt, Francis McDonald, Minerva Urecal, Riley Hill, Sandy Sanders, Harry Mackin; Dir - Robert G. Walker
<u>Jack Benny</u>	CBS 7:30pm	re-run of 3/6/55; (with regulars & Harry Shearer, Ted Marc, Stev- ie Wooten, Jimmy Baird, Dick Elliott, Jack Lomas)
<u>Frontier</u> (Walter Coy)	NBC 7:30pm	<u>A Somewhere Voice</u> ; with Don Kelly, Bob Anderson, Jeanne Moody, Madeleine Holmes, Thom Carney, Gail Rankin
ED SULLIVAN SHOW	CBS 8pm	Tony Martin, Nat "King" Cole, Edith Adams, Ricky Layne, Will Jor- dan, Linda Lynch Trio(D)





SUNDAY MAY 6(Cont'd)  
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|---------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NBC COMEDY HOUR           | NBC 8pm    | June Havoc, Ben Blue, Jonathan Winters, Reginald Gardner, Marquis Family of Chimps(film); Dir - Ernest D. Glucksman                                                                        |
| GE THEATRE                | CBS 9pm    | <u>The Shunning</u> - (O) Brooke Hanlon, (A) James Costigan; with John Loring (other cast credits unavailable at press time)                                                               |
| GOODYEAR PLAYHOUSE        | NBC 9pm    | <u>The Sentry</u> - (O) John Gay; with George Grizzard, Frank Overton, Andres Duggan, Ken Walken, John Connell, Si Oakland, Roy Fant, John Marley; Dir - Herbert Brodtkin                  |
| <u>Alfred Hitchcock</u>   | CBS 9:30pm | <u>The Baby Sitter</u> - (O) Emily Neff, (A) Sarett Rudley; with Thelma Ritter, Carole Mathews, Theodore Newton, Mary Wickes, Reba Tassell, Ray Teal, Michael Ansara; Dir - Robert Stevens |
| <u>Loretta Young Show</u> | NBC 10pm   | <u>I Remember The Rani</u> - (O) Hobart Donovan; with Loretta Young, Edward Ashley, Robert Warwick, Mark Dana, David Kasday, Aly Wassil, Noel de Souza; Dir - Harry Keller                 |

1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved.

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# Ross Reports ON TELEVISION

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## THE TELEVISION INDEX

MAY 2, 1956

VOLUME 8

NUMBER 18

EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Option renewals and new program assignments, both summer and fall, are beginning to drop down like flies as final option time arrives.....ABC has sold one of the new film packages in its widely advertised list of 12 fall availabilities. Adventures of Jim Bowie (Tempered Blade was the original sale title), a Lou Edelman package, will debut over ABC, Friday, Sept 7, 8-8:30pm EDT, alternately sponsored by American Chicle Co and Chesebrough-Pond's, Inc. Incidentally, the Chesebrough buy of the package reportedly was cinched when Jerome Straka, president of the company, in Fort Lauderdale, Fla., watched a closed circuit ABC sales pitch for its program. ....The Russ Morgan Show, a summer replacement musical program, goes into the CBS lineup, Saturdays, 9:30-10pm EDT, starting July 7. It's a GAC package.....Screen Directors Playhouse, sponsored by Eastman Kodak Co., switches from NBC to ABC on July 4, moving into the Wednesday, 9-9:30pm slot, an hour later than it is currently seen over NBC, same day. It will replace Masquerade Party, with the latter slated to move to Saturday, 10-10:30pm, dispossessing Chance of a Lifetime.....Ford Star Jubilee, Ford Motor Company's every fourth Saturday 90-minute special over CBS, has been renewed for the fall. It leaves the air after its June 2 presentation of "A Bell for Adano" and returns Oct 6, 9:30-11pm NYT, same time as this season.....Joe and Mabel, almost destined to be CBS' "almost" series, finally makes its air debut on June 19, Tuesdays, 9-9:30pm EDT. There are 13 films of this series in the can and it replaces Guy Lombardo's Diamond Jubilee, which will have completed 13 weeks in the time spot.....Du Pont has renewed its Du Pont Cavalcade Theater for the fall with the show remaining in its ABC, Tuesday, 9:30-10pm NYT spot, but it will have a new look. Current production plans call for a wider scope of contemporary dramatic story material, with more emphasis on name stars.....Official Films has sold its two swashbuckling English-produced film series for the fall, with The Adventures of Sir Lancelot going to NBC, tentatively slated for the Monday, 8-8:30pm spot. It goes into the first half-hour of the time vacated by Caesar's Hour, which is moving to Saturday, 9-10pm. The second half-hour will probably be filled by the new Buddy Hackett series, being produced by Max Liebman. The other Official series, The Buccaneers, has been bought by Sylvania Electric Products, Inc., to replace its long-run Beat the Clock over CBS, Saturdays, 7:30-8pm NYT, starting in the fall.....H. J. Heinz Co. has renewed for another 26 films for the Captain Gallant of the For-Legion series, to continue over NBC, with the new films being seen starting in September. The program has just switched to Saturdays, 12 noon-12:30pm EDT, starting this week. (This series probably has more re-runs on the net for the same sponsor than any other. Only 26 were originally produced and they have been seen continually since Feb 13, 1955, when the series made its debut).

- Page 1 -

(MORE)

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Ray Bolger will star in 16 programs for NBC starting in the fall under the general title, Washington Square, to be seen approximately every other Tuesday, 8-9pm NYT, sharing the spot with Chevrolet's fall series, which will have Bob Hope, Dinah Shore, Dean Martin and Jerry Lewis (4 programs) and several other topliners in the one hour showcase spot. The Bolger series will be live, originating in New York. The theme of the series will be based on re-creating some of the mood and settings of the old Greenwich Village Inn nightclub, the Washington Square Playhouse and Washington Square Park. The series will be produced by William A. Bacher, a newcomer to bigtime television, coming from the movies and radio. He has been a motion picture producer for 20th Century-Fox ("Carnival in Costa Rica" and "The Foxes of Harrow," 1947; "Untamed," 1955; several earlier films) and in the 1930's produced many radio musical, comedy and drama programs. During the war he produced over 100 programs for the U. S. Treasury bond drives.

NBC has also signed Ken Murray to a one-year contract as an executive producer, to be available also as a performer, effective Sept 16. While no plans for programs have been announced, Murray will probably be involved in the new season's schedule for 90-minute color spectaculars.....NBC also signed a new contract for another three years, effective June 1, with Fred Coe, the network's top-rated dramatic program producer. Coe, in addition to drama, has been negotiating to work into the spectacular schedule for the fall, with several big color specials already mapped out for network okay.....Screen Gems, Inc., has had five of its current network series renewed for next season, a new one sold for the fall, and is involved in film production for a seventh that will be live and film. The Columbia Pictures subsidiary has had its Ford Theatre (NBC) renewed for its fifth season, The Adventures of Rin Tin Tin (ABC) renewed for its third season, Father Knows Best (NBC) renewed for its third season, Captain Midnight (CBS) renewed for its third season, Tales of the Texas Rangers (CBS) renewed for its second season; and Circus Boy (NBC) coming up for its debut. The company will also produce a minimum of eight 90-minute filmed dramas for Playhouse 90, the new CBS live and film drama series.

CBS has assigned five of its top West Coast staff directors to alternate in directing Climax! after June 1, when regular alternate directors Allen Reisner and John Frankenheimer take a leave to direct film versions of stories first presented on the Chrysler-sponsored Thursday drama programs. The replacement alternates are Ralph Nelson, Fletcher Markle, Seymour Berns, Buzz Kulik and Russell Stoneham. Aside from Berns, who is director of The Red Skelton Show, all of the directors listed will most probably be divided between assignments to Climax! and Playhouse 90 in the fall.....  
...Esther Williams' contract with NBC calling for the joint net production of her road-show "Aqua Spectacle of 1957" on an international basis, starting in London in late July, a 90-minute television version in color in early fall, and a U. S. and Canadian tour, starting in October; also requires the swimmer and movie star to appear in three other color spectaculars, as well as guest shots, over a 2-year period. The guest spots will likely be in the nature of plugs for the water spectacle and the TV shows that will be scheduled for after the completion of the road tour.

KNXT(LA) is following Official Films' suggested plan for presenting its re-runs of stories originally produced for Four Star Playhouse. The syndicator calls it a five-in-one plan, with the films grouped under the individual star names: David Niven, Charles Boyer, Dick Powell and Ida Lupino, with the fifth group as an all-star series. Philip Morris is sponsoring the KNXT series, with the first programs under the name, Presenting David Niven.....Paul Coates (known for Confidential File) was scheduled to debut a new live program over KTTV(LA) last night (May 1), that is guaranteed to create as much comment as the File. This one is called Paul Coates - Crime Beat, authorized by and produced in cooperation with the LA County Sheriff's Dept. Coates will take viewers to the actual locations of crimes and will present interviews with the people involved, concentrating on one Southern California case each week. It's described as "television's first regular on-the-spot, live dramatic-documentary program." It starts off with two local sponsors sharing the time.



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*Journal of Management Education* 30(6)



NBC will be waiting for critical reception of five one-hour color films that have been produced at California Studios for its NBC Matinee Theatre as fills when the live color studios at Burbank are pre-empted by evening color shows. Using the cameo technique as in the daily live programs, the McCleery-produced shows are reported to have been produced on a two-day shooting schedule with a \$30,000-per-film budget. Because most coast film producers are screaming about the restrictions of the five-day week and the inability to maintain present budgets for half-hour series, the experiment will be watched closely, especially if any of the films wind up in other program spots on a repeat basis.....ABC will be getting plenty of local mileage out of its talent auditions for children to appear in films scheduled for fall showing on the net's Mickey Mouse Club. Starting with Eamberger's in Newark, to be followed by other dept store tie-ups in about 10 of the country's largest cities, the local stations (WABC-TV in NY) present winners of preliminary auditions in on-air "junior spectaculars". Kinescopes of these programs are then sent to Hollywood for viewing by a casting committee at Walt Disney Studios. Net affiliates get the benefit of local tie-ins with the net program, dept store tie-ins, big local promotion and a further ride in the fall when the winners appear on the network program. The problems of a 'nation-wide' talent search are also eased by the kine method of scouting, with all expenses covered by the original air time arrangement.

Schlitz Playhouse of Stars is kicking off a big promotion for the first break in its rule of never presenting a re-run on the net program which shows 52 new half-hour stories each year. The only regular series with a half-hour film that starred the late James Dean, Schlitz is re-running the episode on June 1 to capitalize on the mounting popularity of the young actor, which has been increasing since his auto accident death late last summer. The original run of the film was on May 6, 1955. Barkin, Herman and Associates, Milwaukee public relations firm handling the TV program series, put in long distance calls to television editors all over the country to get advance reactions to the planned re-run.

Crosley Broadcasting Corp in Cincinnati currently has in operation at its WLW Weather Station the only permanent radar installation in the world operated by a broadcasting-telecasting facility, to track approaching storms within a 125-mile radius of the city. Radar-gathered weather news supplements official data and is also in turn made available to the U. S. Weather Bureau. The unit is a \$25,000 English-built Decca radar installation. The stations now forecast the direction, speed and time of arrival in the TV and radio stations' area of any given thunderstorm, tornado or unusual weather shifts.

AGENCIES AND ACCOUNTS: Fedders-Quigan Corp is shifting to D'Arcy Advertising Co from Batten, Barton, Durstine & Osborn, Inc., because of an account conflict.....Langendorf United Bakeries, Inc., transfers to Compton Advertising's new San Francisco office, effective June 1; formerly with the Biow Company's office, same city. ....Lanolin Plus, Inc. named Russel M. Seeds Co(Chi) to handle its account, last with The Biow Co(NY).....Hudson Pulp & Paper Co, another Biow account, moves to Norman, Craig & Kummel, Inc., effective July 1.

PEOPLE GOING PLACES: Emil Mogul Co., Inc., has moved to 625 Madison Ave., New York.....Erwin, Wasey & Co., Inc., has moved to 711 Third Ave., New York 17.....Frank Goodman has been named public relations representative for Max Liebman Productions, replacing David W. Tebet, who has been named a programming executive at NBC-TV.....James J. Seaborne and William T. Mann have been named account supervisors in the radio-TV dept, Ted Bates & Co(NY).





# Ross Reports ON TELEVISION

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## THE TELEVISION INDEX

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MAY 7-13, 1956

VOLUME 8

NUMBER 19

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

### WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

#### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

##### Wednesday(9)

ABC- 8:30-9pm EDT; DEBUT; The Amazing Dunninger; LIVE from WABC-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) Pearson Pharmacal Co (Sakrin, Eye-Gene) thru Donahue & Coe, Inc(NY); Acct Exec- Samm Baker. 2) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William M. Spire; TV Acct Rep- Tom Vietor; Comm Anncr- Jimmy Blaine. § Pkgr- Studio Films, Inc(NY); Exec Prod- Ben Frye; Dir- Art Rosenblum; Music Dir- John Gart. § Dunninger, master mentalist, performs experiments in thought transmission -- extra sensory perception; inviting skeptics to challenge him; also "reads" thoughts of members of the studio audience. The program replaces The M-G-M Parade (last show May 2) in this time spot. Dunninger had a similar program, The Dunninger Show on the NBC net, Saturday evenings, a summer replacement last season.

##### Saturday(12)

ABC- 5:30-6pm EDT; DEBUT; Gabby Hayes Show; FILM from WABC-TV(NY), no. of stations indefinite. § Sponsor- Joe Lowe Corp (Popsicles, other frozen confections) thru Paris & Peart, Inc(NY); Acct Exec- David Kreinik. § Pkgr & Film Distrib- U M & M TV Corp(NY). § Gabby Hayes opens each program with a "tall" story, then introduces old short Western films. A Gabby Hayes Show using the same film material was seen over NBC from 1950 thru 1953, same format.

#### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EDT) May 10; comedy-variety, starring Jack Benny (See page C for cast credits); Prod & Dir- Ralph Levy; LIVE from KNXT(LA); (COLOR) (FINAL PROGRAM OF SEASON).

NBC- Maurice Evans Presents (Approx every 4th Sun, 4-5:30pm NYT) May 6; "Cradle Song," starring Judith Anderson, Siobhan McKenna, others; LIVE from WRCA-TV(NY); (COLOR) (FINAL PROGRAM OF SEASON).

Max Liebman Presents (Every 4th Sat, 9-10:30pm NYT) May 12; "The Music of Gershwin," (See page D for cast credits); LIVE from WRCA-TV(NY); (COLOR).

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THIS WEEK

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.





OTHER NETWORK CHANGES & ADDITIONS

CBS- The Landy Special Mile Run; SPECIAL May 5; Sat, 5:45-6pm EDT; LIVE from KNXT (LA), to the net. § Sustaining. § Pkgr- CBS Sports; Prod- Judson Bailey; Dir & prod crew from CBS-TV(LA). § John Landy, Australia's world record miler, runs in a special mile race during a dual track meet between U.S.C. and U.C.L.A. in the Los Angeles Coliseum. Henry David Thoreau will describe the race, with Tom Harmon handling the color commentary. The program replaces local programs.

See It Now: A Conversation with Alben W. Barkley; SPECIAL May 6; Sun, 5:35-6pm EDT; FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- See It Now with CBS News(NY); Prods- Edward R. Murrow, Fred W. Friendly. § An informal conversation between Ed Murrow and the late Senator Alben W. Barkley, part of a film record made in January, 1955, in Washington. Less than 3 minutes of the film was used previously on the air. The program replaces the major portion of CBS Sunday News, which will open with a news summary, 5:30-5:35pm EDT.

NETWORK SPONSOR CHANGES & ADDITIONS

| NET | PROGRAM NAME                                         | SPONSOR AND AGENCY                                                                                                                                                                                                                                                                   |
|-----|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ABC | -The Adventures of Ozzie and Harriet (Fri, 8-8:30pm) | --Quaker Oats Co thru J. Walter Thompson Co(Chi) drops its every 4th week sponsorship 6/8. Hotpoint Co thru Maxon, Inc(Chi) drops its every other week sponsorship 6/15. Norwich Pharmacal Co ends its every 4th week sponsorship 6/22. Program is off for summer hiatus after 6/22. |
| ABC | -Make Room for Daddy (Tue, 9-9:30pm NYT)             | --Dodge Div, Chrysler Corp, thru Grant Advertising(Chi) ends sponsorship 6/19. American Tobacco Co(Pall Mall) thru SSC&B(NY) ends sponsorship 6/26.                                                                                                                                  |
| ABC | -Warner Bros. Presents (Tue, 7:30-8:30pm NYT)        | --Monsanto Chemical Co thru Needham, Louis & Brorby(Chi) ends its sponsorship of half-hour alternate weeks 8/28. Liggett & Myers (Chesterfields) thru Cunningham & Walsh(NY) ends half-hour weekly sponsorship 9/4.                                                                  |

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- The Open Mind; DEBUT May 12; Sat, 6-6:30pm EDT. Sustaining. Pkgr- New York WRCA-TV; Prod- Richard D. Heffner; Dir- Hugh McPhillips. Richard D. Heffner moderates discussions of controversial and topical problems confronting society today. The series is produced in cooperation with the faculties of various colleges and universities. Different educators discuss the subjects to be dealt with each week.

WRCA-TV - When the Children Are Asleep; DEBUT May 7; Mon thru Fri, 1:05-1:10am EDT; LIVE & FILM. Sustaining. Pkgr- WRCA-TV; Prod- Ted Nathanson; Dir- Jim Elson. Dr. Gerald J. Taylor, New York psychiatrist discusses viewer-submitted questions dealing with specific and general questions confronting parents in raising children. The program will be recorded sound over still and motion pictures of sleeping children.

WAAM(Ch 13) - Desegregation-Baltimore Report; SPECIAL May 10; Thu, 10-10:30pm EDT. Baltimore Sustaining, public service. Pkgr- WAAM with Baltimore Dept of Education; Prod- Herbert B. Cahan(WAAM); Consult- Eleanor B. Kane(D of Ed); Dir- Kennard Calfee; Asst Dir- Dick Lusher; Writer- Gray Johnson Poole. Special program covering events from Sept 30 thru Oct 4, 1954, to record the actions of Baltimore as a community in handling the crisis that developed as a result of the desegregation crisis. Show includes eye-witness accounts from persons involved in events during the period noted, films taken by the station's news cameramen at the time, newspaper stills and Dept of Education film and stills.

KTTV(Ch 11) - Paul Coates - Crime Beat; DEBUT May 1; Tue, 10-10:30pm PDT. Sponsors- Los Angeles Potter Chevrolet and Riviera Manufacturing Co. Program authorized by and produced in cooperation with LA County Sheriff's Dept. Paul

Coates goes to the actual locale of crimes and interviews the people involved, probing into a case a week. Mobile units cover the different locations on each program.

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TALENT SHOWSHEET MAY 4 - MAY 13  
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Most of the shows on May 4, 5, 6, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 11. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic(c), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY MAY 4  
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|                |          |                                                                                                                                         |
|----------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------|
| ETHEL & ALBERT | ABC 10pm | regulars & Margaret Hamilton, Dortha Duckworth, Cele McLaughlin, Truman Smith, Charles Mendick, Joe E. Marks, Nelson Olmsted; (SW & SD) |
|----------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------|

SATURDAY MAY 5  
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WINCHELL -MAHONEY	NBC 12:30pm	Dick Hyman, Pat Kirby
PERRY COMO SHOW	NBC 8pm	<u>Add</u> : Philip Maero(S)
CHANCE OF A LIFETIME	ABC 10pm	Beth Park(S)

SUNDAY MAY 6  
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|                                    |             |                                                                                                                                                                                                 |
|------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE<br>(James Macandrew)  | CBS 11:30am | <u>Elizabethan Miscellany</u> - (A) John McGiffert; with Le-Roi Operti, William Duell, William Hickey, Ben Jaffe, Harry Beckman, Chris Gampel, Joseph Elic; (SD)                                |
| HALLMARK HALL OF FAME              | NBC 4pm     | <u>Add</u> : original musical score by Julian Prol                                                                                                                                              |
| <u>Telephone Time</u>              | CBS 6pm     | <u>Mystery of Caspar Hauser</u> - (O) John Nesbitt, (A) Donald Sanford; with Henry Daniell, Robert Barrat                                                                                       |
| YOU ARE THERE<br>(Walter Cronkite) | CBS 6:30pm  | <u>Impeachment of Andrew Johnson</u> ; with Hugh Sanders, Harry Townes, Nester Paiva, Mack Williams, Tyler McVey, Selmer Jackson, Morris Ankrum, Lee Millar; -(O) Jack Bennett; (SD) Buzz Kulik |
| <u>It's A Great Life</u>           | NBC 7pm     | <u>Operation for Earl</u> ; with regulars & Richard Deacon, John Harmon, Lois Collier, Fran Bennett, Charles Herbert                                                                            |
| GE THEATRE                         | CBS 9pm     | <u>Corr</u> : (cast) Joan Lorrington, not John Loring                                                                                                                                           |

MONDAY MAY 7  
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<u>Adventures of Robin Hood</u>	CBS 7:30pm	<u>Richard the Lion Hearted</u> ; with regulars & Patrick Barr, John Dearth; (SD) Ralph Smart
<u>TV Reader's Digest</u>	ABC 8pm	<u>The Old, Old Story</u> - (O) Adela Rogers St. John, (A) Doris Gilbert; with Rosemary De Camp, Walter Woolf King, Martin Milner, June Kenney, Damion O'Flynn, Helen Mowery, Dabbs Greer; Dir - Harold Daniels
<u>Burns &amp; Allen Show</u>	CBS 8pm	regulars & Jacqueline Baer
CAESAR'S HOUR	NBC 8pm	regulars & Bill Lewis(S)
VOICE OF FIRESTONE	ABC 8:30pm	Jerome Hines
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Marilyn Lovell(S), Billy Frye(M)
<u>Medic</u> (Richard Boone)	NBC 9pm	<u>Someday We'll Laugh</u> ; with Eddie Firestone, Whitney Blake, Gary Hunley, Barbara Perry, Steve Mitchell, Esther Brand, Dave Shonwalter, Wayne Heffley, Eddie Parkes, Jack Tesler
<u>December Bride</u>	CBS 9:30pm	<u>Lily, the Matchmaker</u> ; with regulars & Nancy Kulp, Stanley Adams, Bob Foulk, Richard Deacon; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	<u>Jack Be Nimble</u> - (O) Doria Folliott; with June Lockhart, John Newland, Augusta Dabney, Humphrey Davis, John Matthews, Frank Schofield; (SD) Perry Lafferty

1. 1990年12月15日，在“九七”香港回归前夕，香港各界人士纷纷发表文章，讨论香港回归后的前途。其中，有人提出“一国两制”是香港回归后的唯一选择。

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1. *Phragmites australis* (Cav.) Trin. ex Steud.

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1. 1990年12月25日，苏联解体，俄罗斯联邦成立。

*Journal of Interpersonal Violence* 26(10)br/>© The Author(s) 2011  
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MONDAY MAY 7 (Cont'd)  
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|                                                      |              |                                                                                                                                                                                                       |
|------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STUDIO ONE                                           | CBS 10pm     | <u>The Drop of a Hat</u> - (O) Dick Berg; with Nina Foch, Jayne Meadows, George Voskovec, Elizabeth Montgomery, Valerie Bettis, Jan Farrand, Loraine Grover, Stephen Elliott; (SD) Franklin Schaffner |
| <u>Douglas Fairbanks</u><br><u>Rheingold Theatre</u> | WRCA 10:30pm | <u>The Murderer</u> ; with Fairbanks, Howard Vernon, Marianne Wischmann                                                                                                                               |

TUESDAY MAY 8  
 ~~~~~

<u>Warner Bros. Presents</u>	ABC 7:30pm	<u>Deep Freeze</u> ; with Gerald Mohr, Charles Bronson, Jon Sheppard, Allison Hayes
<u>Phil Silvers Show</u>	CBS 8pm	<u>The War Games</u> ; with regulars & Carol Veazie, Humphrey Davis, Anna Marie Gayer, Don Keefer, Judith Lowry; (SW & SD)
MARTHA RAYE SHOW	NBC 8pm	Gertrude Berg, Julius LaRosa, Hugh Martin; (SW) Michael Morris, Stan Dreben; (SD) Herb Ross
<u>Navy Log</u>	CBS 8:30pm	<u>Ghost Ship</u> ; with Jerry Mickelson, Bill Henry, Wilfrid Knapp, Raymond Greenleaf; (SD) Jean Yarbrough
<u>Jane Wyman Fireside</u> <u>Theatre</u>	NBC 9pm	<u>The Little Guy</u> ; with Dane Clark, Lee Marvin, Joan Camden, Jesse White, Ron Hargrove, Peggy Maley, Richard Karlan, Jack Albertson, Paul Bryar, Adam Williams, Lennie Lesser, Bill Kennedy; Dir - William Asher
<u>DuPont Cavalcade</u> <u>Theatre</u>	ABC 9:30pm	<u>Danger on Clover Ridge</u> - (O) Al C. Ward; with Robert Horton, Harry Shannon, Gordon Mills, Howard Negley, Jean Howell, Ray Teal; Dir - Lewis Foster
RED SKELTON SHOW	CBS 9:30pm	regulars & Anne Jeffreys; (SD) Seymour Berns
PLAYWRIGHTS 56	NBC 9:30pm	<u>You Sometimes Get Rich</u> - (O) A. E. Hotchner; with Larry Blyden, Burt Remson, Georgiann Johnson, Gene Saks; Dir - Everett Chambers
<u>Big Town</u> (Mark Stevens)	NBC 10:30pm	<u>Adult Delinquents</u> ; with regulars & Tommy Kirk, Paul Birch, Alice Reinheart, Whitney Blake, Peter Leeds

WEDNESDAY MAY 9  
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|                                               |            |                                                                                                                                                                                                                          |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Death Valley Days</u><br>(Stanley Andrews) | WRCA 7pm   | <u>The Sinbuster</u> ; Peter Thompson, Lyn Thomas, Don Kelly, Joe Brown, Joe Conway, Gordon Barnes, Ezelle Poole, Robert Human, Richard Powers                                                                           |
| <u>Brave Eagle</u>                            | CBS 7:30pm | <u>Search for the Sun</u> ; with regulars & Stanley Adams, Race Gentry, Joe Basset                                                                                                                                       |
| <u>Screen Directors</u><br><u>Playhouse</u>   | NBC 8pm    | <u>A Ticket for Thaddeus</u> - (O) Rose C. Feld, (A) A. I. Bezzerides; with Edmond O'Brien, Narda Onyx, Alan Hale, Hayden Rorke, Clem Bevans, Francis Robinson; Dir - Frank Borzage                                      |
| <u>Father Knows Best</u><br>(Robert Young)    | NBC 8:30pm | <u>Father, The Naturalist</u> ; with regulars & Anne Loos                                                                                                                                                                |
| <u>The Millionaire</u><br>(Marvin Miller)     | CBS 9pm    | <u>The Story of Todd Burke</u> ; with Adam Williams, Gloria Talbott, Olive Carey, Joan Sudlow                                                                                                                            |
| KRAFT TV THEATRE                              | NBC 9pm    | <u>Death Is a Spanish Dancer</u> - (O) Wendell Mayes; with Kim Stanley, James Daly, Bert Freed, David Stewart, Luis Olivares, Katherine Anderson, Mary Welch, Wesley Lau; Dir - Dick Dunlap                              |
| US STEEL HOUR                                 | CBS 10pm   | <u>Honest In The Rain</u> - (O) Mort Thaw; with Ethel Merman, Jay Barney, Billy Greene, Vaughn Taylor, Edward Binns, Nan McFarland, Ed Prentiss, James Bender, Joy Hodge, Donald McKee, Martin Ashe; Dir - Norman Felton |

THURSDAY MAY 10  
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<u>Guy Lombardo</u>	WRCA 7pm	Eugenie Baird
<u>The Goldbergs</u>	WABD 7:30pm	<u>Nurse's Aide</u> (postponed from last week, see previous showsheet; last week's episode: <u>Ultima Thule</u> , with regulars only)



THE UNITED STATES OF AMERICA  
DEPARTMENT OF THE ARMY  
OFFICE OF THE CHIEF OF STAFF  
WASHINGTON, D. C.

MEMORANDUM FOR THE CHIEF OF STAFF  
SUBJECT: [Illegible]

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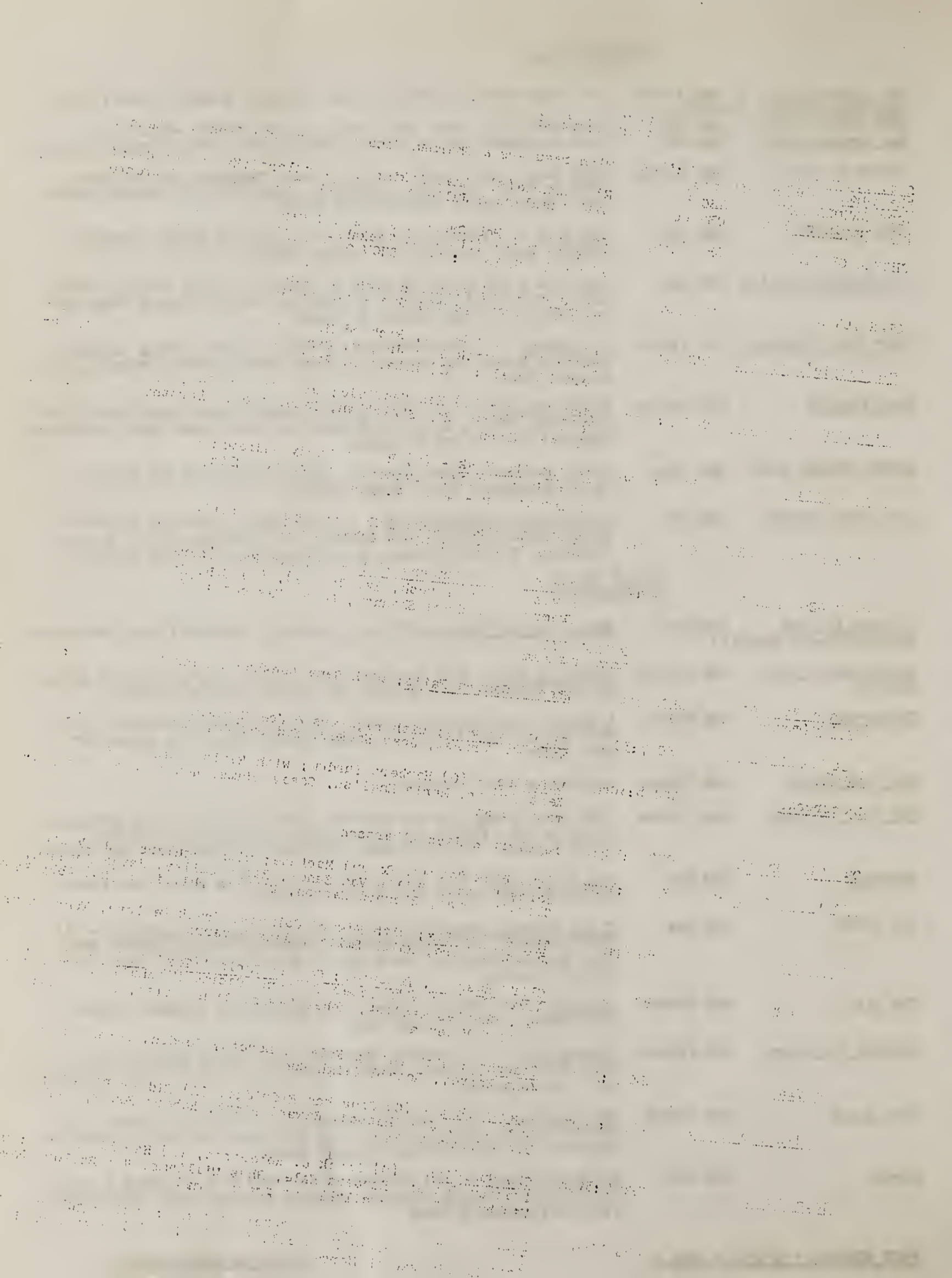
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THURSDAY MAY 10  
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|----------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sgt. Preston of the Yukon</u> (Richard Simmons) | CBS 7:30pm | with regulars & Sherman Sanders, Marjorie Bennett, Dennis Moore                                                                                                                                 |
| EDDY ARNOLD SHOW                                   | ABC 8pm    | Eddy Arnold(S), Chet Atkins(M), (regulars); Karen Chandler(S)                                                                                                                                   |
| <u>Bob Cummings Show</u>                           | CBS 8pm    | with regulars & Julie Bishop, King Donovan, Mary Lawrence; (SW&SD)                                                                                                                              |
| SHOWER OF STARS                                    | CBS 8:30pm | Jack Benny, Bob Crosby, Marge & Gower Champion, Leonard Ross, Babette Bain; (SW) John Tackaberry, Hugh Wedlock, Howard Snyder; Dir - Ralph Levy; LAST SHOW OF SEASON                            |
| STAR TONIGHT                                       | ABC 9pm    | <u>The Girl</u> - (O) Edward H. Peple; with Patrick Macnee, Douglas Watson, Leroy Operti; Dir - George Weber                                                                                    |
| <u>The People's Choice</u>                         | NBC 9pm    | regulars & Ida Moore, Richard M. Wessell, Robert Strong, Rodney Bell; (SW) Frank Gill Jr., G. Carleton Brown, Richard Mack, Robert Mitchell; (SD) Robert S. Finkel                              |
| <u>Four Star Playhouse</u>                         | CBS 9:30pm | <u>That Woman</u> - (O) Ben Canfield; with Ida Lupino, Frank Scannell, Jeanette Nolan, Ray Stricklyn, Peter Leeds, Dorothy Neumann; Dir - Richard Kinon                                         |
| <u>Ford Theatre</u>                                | NBC 9:30pm | <u>Behind the Mask</u> - (O) Robert Hardy Andrews; with Dane Clark, Barbara Hale, Willis Bouchey, Theodor von Eltz, James Bell, Constance Cameron; Dir - Anton M. Leader                        |
| ARTHUR MURRAY PARTY                                | CBS 10pm   | Rocky Graziano, Jake LaMotta; Special script by Nat Hiken & Billy Friedberg; Dir - Cobey Ruskin                                                                                                 |
| LUX VIDEO THEATRE                                  | NBC 10pm   | <u>The Night of January 16th</u> - (O) Ayn Rand (screenplay by Delmer Daves, Robert Pirosh, Eve Greene), (A) S.H. Barnett; with Les Tremayne, Richard Shannon, Helen Westcott; (SD) Fred Carney |

FRIDAY MAY 11  
 ~~~~~

<u>Science Fiction Theatre</u> (Truman Bradley)	WRCA 7pm	<u>When A Camera Fails</u> ; with Gene Lockhart, Mack Williams, Than Wyern
<u>Adventures of Rin-Tin-Tin</u>	ABC 7:30pm	<u>Circle of Fire</u> ; with regulars & Joe Sawyer, Adele Mara, Ed Hinton, William Forrest, Joey Hooker, Syd Saylor, George J. Lewis
<u>Crossroads</u>	ABC 8:30pm	<u>Lifeline</u> - (O) Herbert Purdum; with Regis Toomey, Barbara Hale, Kent Taylor, Marla English, Casey Adams, Howard Joe Brown, Emmett Vogan
<u>Our Miss Brooks</u>	CBS 8:30pm	regulars & Jack Albertson
<u>The Life of Riley</u>	NBC 8:30pm	(SW) Dick Conway, Roland MacLane; with regulars & Jack Albertson, Percy Helton, Philip Van Zandt, Ralph Smiley, Jayne Drennan, Claudia Bryar, Richard Deacon, William Phillips; (SD) Abby Berlin
<u>Crusader</u>	CBS 9pm	<u>The Ballot Box</u> ; with Edward Colmans, Frank De Kova, Tony Caruso, Julian Rivero, Ralph Smiley, Anna Novarro
BIG STORY	NBC 9pm	<u>Cliff Russell, Reporter: Corpus Christi (Tex) Caller-Times</u> - (A) Alvin Boretz; with Peter Turgeon, George Mitchell, Martin Newman, Charles Mendick, Abbey Lewis, Cathy Nolan, Bill Penn; Dir - Leonard Valenta
<u>The Vise</u>	ABC 9:30pm	<u>Snapshot</u> ; with Philip Friend, Dorothy Gordon, Rosamund Waring, John Harvey, Ronald Leigh Hunt
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Plague Ship</u> - (O) Jonathan Eldridge, (A) Sidney Biddell; with Ward Bond, Jon Sheppard, Edward Platt, Robert Foulk, Paul Brinegar; Dir - Harry Keller
<u>Star Stage</u>	NBC 9:30pm	<u>The Guardian</u> - (O) Frank C. Robertson, (A) Harold Shumate; with Preston Foster, Barbara Hale, Rhys Williams, Hal Baylor, Beverly Washburn; Dir (unavailable at press time)
<u>Lineup</u>	CBS 10pm	<u>The Harlan Case</u> - (SW) Montgomery Pittman; with regulars & Jack Littlefield, Carlyle Mitchell, Dorothy Patrick Davis, Ford Rainey; (SD) Hollingsworth Morse





MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY MAY 4 THRU FRIDAY MAY 11  
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|                                   |             |                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GARRY MOORE SHOW                  | CBS 10am    | 5/10 - Josh White, Beverly White, Josh White, Jr.; 5/11 - Cliff Norton(C)                                                                                                                                                                                                                                                      |
| JACK PAAR SHOW                    | CBS 1pm     | 5/8 - Jean Kerr                                                                                                                                                                                                                                                                                                                |
| NBC MATINEE THEATRE               | NBC 3pm     | 5/7 - <u>The 25th Hour</u> - (O) James Blumgarten; 5/8 - <u>A Man and a Maid</u> - (O) Therese Lewis; 5/9 - <u>Perspective</u> - (O) H.R. Hays; 5/10 - <u>The Catamaran</u> - (O) J.P. Miller; 5/11 - <u>Johnny Came Marching Home</u> - (O) Anthony Spinner                                                                   |
| DATE WITH LIFE<br>(Mark Roberts)  | NBC 4pm     | 5/7-6/1 - (O) Bernice J. Kerman; with Neva Patterson, Joe Maross, Phyllis Hill, Joanna Roos, Rod Hendrickson, Dolores Sutton, Jimmy Rogers, Marian Russell, Vera Allen, June Dayton, Georgann Johnson, Barbara Townsend, Gordon Peters, Monica Lovett, Irene Hubbard; Dir - Lela Swift; this is titled: <u>Spring Fashions</u> |
| MODERN ROMANCES<br>(Martha Scott) | NBC 4:15pm  | 5/7-5/11 - (O) Joseph Cochran; with Truman Smith, William Prince, Gloria Strook, Court Benson, Sid Raymond                                                                                                                                                                                                                     |
| TONIGHT                           | NBC 11:30pm | 5/7 - Gyula Denes, Jackie Paris(S); 5/8 - Jutta Hipp Trio; 5/9 - Mabel Mercer; 5/10 - Chet Baker Quartet, Eli Mintz; 5/11 - Eddie Condon                                                                                                                                                                                       |

SATURDAY MAY 12  
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<u>Capt. Gallant of the Foreign Legion</u>	CBS 11am	<u>The Camel Race</u> - (O) John O'Dea, (A) Jack Andrews; with regulars & Gilles Queant, Roger Hanin, Anne Marie Mersen, Jean Landier
<u>Jackie Gleason Show</u>	CBS 8pm	<u>Unconventional Behavior</u> ; with regulars & Humphrey Davis
PERRY COMO SHOW	NBC 8pm	Buddy Hackett(C), Mills Brothers(S), George & Peter Bauer, Lonnie Donnegan
STAGE SHOW	CBS 8:30pm	regulars & Roberta Sherwood(S), Dick Haymes(S), Hines Brothers(D)
MAX LIEBMAN PRESENTS	NBC 9pm	<u>The Music of Gershwin</u> ; with Ethel Merman, Alfred Drake, Tony Bennett, Cab Calloway, Eugene List, Art Van Damme Quintet, Richard Hayman, Lawrence Winters, Bob Hamilton Trio, Robert Maxwell, Patricia Wilde, Diana Adams, Tanaquil Le Clerq, Peter Conlow, Harrison Muller, Charles Sanford; (SD)
<u>It's Always Jan</u>	CBS 9:30pm	regulars & Darren McGavin
<u>Gunsmoke</u>	CBS 10pm	regulars & Brett King, Robert Vaughn
<u>Damon Runyon</u> (Cesar Romero)	CBS 10:30pm	<u>Situation Wanted</u> ; with Allen Jenkins, Horace McMahon, Anthony Caruso, Yvette Dugay

SUNDAY MAY 13  
 ~~~~~

|                                 |            |                                                                                                                                                                                               |
|---------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Telephone Time</u>           | CBS 6pm    | <u>The Stepmother</u> - (O) John Nesbitt; with Ronnie Lee, Rita Lynn Dir - Erle C. Kenton                                                                                                     |
| <u>Roy Rogers</u>               | NBC 6:30pm | <u>Death Medicine</u> - (O) Ray Wilson; with regulars & Ray Bennett, Rory Mallinson, Bill George, Fred Graham, Bert La Baron, Bill McCormick; Dir - Robert G. Walker                          |
| <u>It's A Great Life</u>        | NBC 7pm    | <u>Old Soldiers Never Die</u> ; with regulars & Karolee Kelly, Arthur Q. Bryan                                                                                                                |
| <u>Frontier</u>                 | NBC 7:30pm | <u>The Hunted</u> ; with Jan Merlin, Joan Hotchkiss, Richard Dunn, William Bouche, Sean Morrissey, Irene Tedrow; (SW); Dir - B. Kowalski                                                      |
| ED SULLIVAN SHOW                | CBS 8pm    | June Allyson, Ann Blythe, Rosemary Clooney, Betty Grable, Betty Hutton, Deborah Kerr, Jose Greco, The Barry Sisters, Carlos Ramirez, Ving Merlin, Three Merkurs, The Fredonis; (SD) John Wray |
| NBC COMEDY HOUR                 | NBC 8pm    | Mort Sahl, Jonathan Winters, Cliff Arquette, Dave Willock, Stan Freberg                                                                                                                       |
| <u>General Electric Theatre</u> | CBS 9pm    | <u>Clown</u> - (O) Emmett Kelly; with Henry Fonda, Dorothy Malone                                                                                                                             |

CHICAGO, ILLINOIS, U.S.A.

1962

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1962

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS, U.S.A.

1962

SUNDAY MAY 13 (Cont'd)  
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ALCOA HOUR	NBC 9pm	President - (O) David Davidson; with Claude Rains, Everett Sloane, Mildred Dunnock, Fred Clark, Larry Gates, David White, Luis Van Rooten, Alfred Ryder, John Boruff; (SD) Robert Mulligan
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Belfry</u> - (O) Lawrence Kimble; with Patricia Hitchcock, Jack Mullaney, Dabbs Greer, Horst Ehrhardt, Ralph Moody, Jim Hayward, Norman Leavitt, David Saber, Rudy Lee, Kathleen Hartnagle; Dir - Herschel Daugherty
<u>Loretta Young Show</u>	NBC 10pm	<u>The Refinement of Ab</u> - (O) Mary H. Vorse; (A) William Bruckner; with Loretta Young & Hugh Beaumont, Lee Aaker, Ray Calli, Erin O'Brien Moore, Malcolm Atterbury, John McGovern, Ann Doran; Dir - Harry Keller





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MAY 9, 1956

MAY 9 1956

VOLUME 8

NUMBER 19

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PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

The fall season should see one of the greatest shifts in directorial assignments among the specialists in 60-minute dramas in the short history of television. The disruption has been brought about partially because of the growth of independent movie production, with TV directors using their summer off-season time to handle direction for the same stories they originally worked with "live"; and partially because of the greater prominence given to some of the capable craftsmen who have built reputations during the past couple of years. The success of Del Mann and Marty cued the rush of movie producers to sign the TV directors of the TV stories they purchased for production. But before this development, the prestige programs of television, the one-hour dramas such as Studio One, Kraft Television Theatre, Philco-Goodyear Television Playhouse and Robert Montgomery Presents, provided opportunities for young directors and producers to prove their talents. Critical acclaim from newspaper reviewers who gave due credit to direction when they thought it was merited added to a new public awareness of direction. Shrewd promotion by the networks, program packagers, agents and in some cases by the directors themselves, helped the new prominence along. If one happening showed the new power on the television production side (after the early recognition of Alex Segal for Celanese Theater and the "Fred Coe stable" at NBC), it was the critical acclaim for Fielder Cook's direction of "Patterns" on Kraft early last year which eventually broke the barrier at J. Walter Thompson Co against giving air credit to its staff directors.

The new Kaiser Aluminum one-hour drama series, bowing on NBC, alternate Tuesdays, 9:30-10:30pm NYT, starting the first week in July, presages the new directorial name shift. Worthington Miner will be producer, with all or most of the productions originating in New York. Young & Rubican, agency for Kaiser, has been screening information on top directors in the field and while the basic assignments are presumably set, contract signings probably won't be announced until the end of the week. Franklin Schaffner, who has been with Studio One since 1952, is reported to be one of Miner's new directors for the Kaiser program. Others high on the list are currently with Kraft.....Fred Coe, whose Playwrights '56 is being replaced by the Kaiser buy, has nothing set for the summer as yet, but will definitely be doing some of the NBC spectaculars in the fall. Incidentally, the three directors who have handled practically all of the productions on Playwrights '56 since it went on the air last October; Delbert Mann, Arthur Penn and Vincent Donehue; were all with Coe when he produced Philco-Goodyear Television Playhouse.

- Page 1 -

(MORE)





Robert Montgomery Summer Theatre, the "summer stock" company, will make its seasonal return over NBC on July 2. No assignments announced yet.....20 Steps to a Million, the new Ed Wolf Associates package for CBS, with Raleigh Cigarettes as a sponsor, will probably debut before the end of June. The production set-up will have Herb Wolf as exec producer, Alan Gilbert as producer and Gene Mulligan as associate producer.....The future schedule for Westinghouse Summer Theatre includes: June 11 (first program of season), "Flight," original by John Steinbeck, adapted by Robert Herridge; June 18, "Snap Your Fingers," an original by Richard Deroy; June 25, "Mr. Arcularis," original by Conrad Aiken, new adaptation by Robert Herridge (originally done in a Nelson Olmsted adaptation on Philco Television Playhouse, April, 1951); July 2, "The Luck of Luke McTrigger," original by Leo Brady; July 9, "The Brass Ring," original by Charles Garment.

Arthur Godfrey returned from his three-week production stint in Florida and discovered that CBS had lost touch with him. Godfrey delivered a speech in Chicago on April 17 in the course of which he announced that the fall version of his Wednesday evening Friends program would be a variety show, with a constant stream of new talent being shown. After the speech, Godfrey returned to Florida to continue with his programs originating from Miami Beach. On April 20, Friday of the same week, CBS announced in New York that Mr. Godfrey had decided to junk his Wednesday evening show because of the demands on his time in having to go through full rehearsals for this one program of the three he has. Silence from Godfrey. He had been set for two weeks of shows from the South and suddenly extended his visit to three. This past weekend he returned to New York and asserted that his originally announced plans for the fall are not off. He will have a full hour variety show on at his usual time on Wednesdays in the fall, after his two-month vacation break. (Aside from the question of who crossed signals or who is changing whose mind, it is obvious that a variety show, properly prepped by his staff, would permit Godfrey to handle m.c. chores and deliver his casual asides with a minimum of demands on his time for rehearsals beyond a dress run-through).

Howdy Doody ends its five-a-week run over NBC on June 1 and then returns as a Saturday morning only attraction on June 16, 10-10:30am NYT, with a bunch of new live and film features added to its old standby characters. The program debuted over NBC on Dec 27, 1947.....NBC's plans for kinescoping Wide Wide World programs shot live through the facilities of the European Broadcasting Union, for presentation starting next October in the U. S., will probably depend somewhat on the quality of the kinescopes. Although the Eurovision programs are hailed as the possible forerunner of trans-Atlantic television, the wider horizon for the program was practically forced by the voracious nature of an every-other-week schedule in the U. S., which could jade viewers' appetites without a switch of scenery.

AGENCIES AND ACCOUNTS: Gunther Brewing Co., Baltimore, named Sullivan, Stauffer, Colwell & Bayles, Inc(NY), effective Aug 1.

PEOPLE GOING PLACES: A. Hundley Griffith named director of radio-TV for Doremus & Co(NY).....Wickliffe W. Crider resigned as v.p. and director of radio and TV for Kenyon & Eckhardt, Inc(NY), effective June 1.....James D. Vance appointed art director of Hal Roach Studios. He recently resigned as CBS Television art director in Hollywood.....Louis G. Cowan appointed v.p. - creative services for CBS, Inc., starting May 7. He has been with CBS Television since last August and supervised what is now Project 600, the early morning Monday thru Friday shows.....S. Hurok signed a new one-year contract with NBC as a television consultant and producer.

May 9 1956

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## THE TELEVISION INDEX

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EDITOR: Jerry Leichter

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## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

MAY 14 1956

Monday (14)

NBC GENERAL LIBRARY

NBC- 5-5:30pm EDT, Mon thru Fri; RETURN; I Married Joan; FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining, open. § Film Dist- Interstate TV Corp.; Pkgr & Prod- Joan Davis Enterprises(LA); Prod- P. J. Wolfson; Dirs- Various. § Re-runs of films in the series which were seen over NBC, Wednesday, 8-8:30pm NYT; debuted Oct 15, 1952, last showing in first run, April 6, 1955. In this five-a-week spot the film series replaces The Pinky Lee Circus Show (last show May 11). I Married Joan also returned in a Saturday morning time spot on May 5 (see page 36), 10:30-11am EDT.

### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Max Liebman Presents (for The Sunday Spectacular, Every 4th Sun, 7:30-9pm NYT); May 20; "Maurice Chevalier" (See page E for cast credits) LIVE from WRCA-TV(NY).

### OTHER NETWORK CHANGES & ADDITIONS

CBS- See it Now (May 17, Thu, 10-11pm EDT) Part II of "Report from Africa"; first part presented on April 23 (see page 35). Part II preempts Arthur Murray Party, 10-10:30pm, and Quiz Kids, 10:30-11pm, one week only.

NBC- March of Medicine (Irregularly presented during spring and fall) SPECIAL May 20; Sun, 5:30-6pm EDT; "The Child Behind the Wall," LIVE & FILM from WRCA-TV(NY). Program preempts Outlook in the time spot, one time only.

### MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABC-TV(Ch 7)- Women Want to Know; DEBUT May 15; Tue, 10:30-11pm EDT. Sponsor- Coty, New York Inc (Cosmetics) thru Franklin Bruck Advertising Corp(NY). Pkgr- New York Television Productions, Inc(Theodore Granik); Exec Prod- George Spota; Assoc Prod- Beth Hollinger; Dir- Alan Pottasch. New panel-audience participation series, with Faye Emerson as moderator and Virgilia Peterson and Toni Gilman as permanent panelists. The program features one woman guest panelist each week. Each week the panel and members of the all-female studio audience direct questions at a guest who is an expert on the week's subject, with a different topic each week.

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LOCAL STATION ACTIVITY

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.





TALENT SHOWSHEET MAY 11 - MAY 20  
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Most of the shows on May 11, 12, 13, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 18. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic(C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY MAY 11  
 ~~~~~

MAMA	CBS 8pm	regulars & Kenny Delmar, Karl Lukas, Mike O'Dowd, Ron Soble
ETHEL & ALBERT	ABC 10pm	regulars & Maurice Wells, Kendall Clark, John Griggs, Jim Kelly, Calvin Thomas

SATURDAY MAY 12  
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|                                   |             |                                                                                                     |
|-----------------------------------|-------------|-----------------------------------------------------------------------------------------------------|
| <u>Fury</u>                       | NBC 11am    | <u>Joey's Dame Trouble</u> - (O) Robert Easley; regulars only; Dir - Harold Daniels                 |
| <u>Tales of the Texas Rangers</u> | CBS 11:30am | <u>Tornado</u> ; re-run of 11/12/55                                                                 |
| WINCHELL-MAHONEY                  | NBC 12:30pm | Barbara Ruick(S), Don Elliott(M)                                                                    |
| PERRY COMO SHOW                   | NBC 8pm     | <u>Kill</u> : George & Peter Bauer; <u>Add</u> : Eydie Gorme(S)                                     |
| STAGE SHOW                        | CBS 8:30pm  | <u>Add(title):Salute to Irving Berlin</u> ; <u>Kill</u> : Hines Brothers(D)                         |
| <u>It's Always Jan</u>            | CBS 9:30pm  | <u>Add(title):Joe</u> ; this is a re-run                                                            |
| CHANCE OF A LIFETIME              | ABC 10pm    | Richard Wilson(S), Eric Badicton(balancing act), Margot Moser(S), Rico Turchetti(M); this is a kine |

SUNDAY MAY 13  
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LAMP UNTO MY FEET	CBS 10am	<u>Bontche, The Silent</u> - (O) Milton Wayne; with Richard Waring, Mark Lenard, Harrison Dowd, (voice of) William Marshall; (SD)
LOOK UP & LIVE	CBS 10:30am	<u>The Rehabilitation of a Blind Girl</u> - (O) Gene Hurley; with Ruth Isaacs, Pamela Fitzmaurice, Clarice Blackburn, Joan Antell
CAMERA THREE	CBS 11:30am	<u>Elizabethan Miscellany</u> - (A) John McGiffert; with Leslie Turner, Dennis Patrick, Jack Bittner; (SD) Clay Yurdin
FRONTIERS OF FAITH	NBC 3pm	<u>Trees In The Wind</u> - (O) James Yaffe; with Richard Trask, Miriam goldina, Ludwig Donath, Florence Stanley, Ellen Berry, Mark Rydell, Martin Brooks; (SD)
YOU ARE THERE	CBS 6:30pm	<u>Benjamin Franklin Flies His Kite</u> - (O) Milton Geiger; with Parley Baer, John Wilder; (SD) Buzz Kulik

MONDAY MAY 14  
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|                                 |            |                                                                                                                                                                                      |
|---------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Robin Hood</u> | CBS 7:30pm | regulars & Anne Davis, Andrew La Motte                                                                                                                                               |
| <u>TV Reader's Digest</u>       | ABC 8pm    | <u>Britain's Most Baffling Murder Case</u> - (O) Anthony Abbot, (A) Hugh Brooke; with Anthony Eustrel, Rhys Williams, Paul Cavanagh, Noel Drayton, Philip Tonge; Dir - Peter Godfrey |
| VOICE OF FIRESTONE              | ABC 8:30pm | Rise Stevens                                                                                                                                                                         |
| ARTHUR GODFREY'S TALENT SCOUTS  | CBS 8:30pm | Bob Crosby takes over the show for Godfrey this week only                                                                                                                            |
| <u>I Love Lucy</u>              | CBS 9pm    | regulars & Mary Jane Croft, Frank Nelson; (SW); Dir - James Kern                                                                                                                     |
| <u>Medic</u><br>(Richard Boone) | NBC 9pm    | <u>To The Great--A Most Seldom Gift</u> - (O) Ken Kolb; with Harry Townes, June Vincent, F. John Launer, Pat Knudson, Howard Negley; Dir - John Brohm                                |

1. The purpose of this document is to provide information regarding the activities of the [redacted] and the [redacted] in the [redacted] area. This information is being provided to you for your information only and is not to be distributed outside of your organization.

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MONDAY MAY 14(Cont'd)  
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<u>December Bride</u>	CBS 9:30pm	<u>Swimming Pool</u> ; with regulars & Frank Jenks, Joan Banks, Katherine Card, Damion O'Flynn, Edith Simmons, Kevin Corcoran, Jack Albertson; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	<u>The Right Thing</u> - (O) Elliott Baker; with Forrest Tucker, Frank Carlon, Sandy Horn, Alan Hewitt, Glenn Walken, Val Avery; Dir - Frank Telford
STUDIO ONE	CBS 10pm	<u>The Genie of Sutton Place</u> - (O) Kenneth Heuer & George Seldon; With Henry Jones, Polly Rowles, William Marshall, Johathan Harris, Harvey Grant, John Akar, Courtenaye Olden; Dir-William Brown
<u>Douglas Fairbanks</u>	WRCA 10:30pm	<u>Point of View</u> ; with Bobby Howes, Barbara Mullen

TUESDAY MAY 15  
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|                                              |             |                                                                                                                                                                                                   |
|----------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Phil Silvers Show</u>                     | CBS 8pm     | <u>Bilko in Wall Street</u> ; regulars & Edwin Phillips, Athena Lorde, McLean Savage, Raymond Bramley, Jack Sheehan, Morton L. Stevens, Al McGranary; (SW & SD)                                   |
| MILTON BERLE SHOW                            | NBC 8pm     | Mickey Rooney, Peggy King(S), Arnold Stang(C), Ruthie Gilbert(C); Dir - Milton Berle; COLOR                                                                                                       |
| <u>Wyatt Earp</u><br>(Hugh O'Brian)          | ABC 8:30pm  | <u>Rich Man's Son</u> ; regulars & Lee Erickson, Roy Bancroft; (SD)                                                                                                                               |
| <u>Navy Log</u>                              | CBS 8:30pm  | <u>Bucket of Sand</u> ; with Tom Laughlin, Sue Carlton, Kenneth MacDonald, Keith McConnell, Anthony Eustrel; (SD) Jean Yarbrough                                                                  |
| <u>Make Room For Daddy</u><br>(Danny Thomas) | ABC 9pm     | <u>The London Palladium</u> ; with regulars & Cecil Kellaway; (SW & SD)                                                                                                                           |
| <u>Jane Wyman's Fire-side Theatre</u>        | NBD 9pm     | <u>Not What She Pretended</u> ; re-run of 2/7/56                                                                                                                                                  |
| <u>DuPont Cavalcade Theatre</u>              | ABC 9:30pm  | <u>The Gift of Dr. Minot</u> ; re-run of 4/12/55 (played on <u>Cavalcade of America</u> )                                                                                                         |
| RED SKELTON SHOW                             | CBS 9:30pm  | regulars & Jameel Farah, Buster Crabbe; (SW & SD)                                                                                                                                                 |
| ARMSTRONG CIRCLE THEATRE                     | NBC 9:30pm  | <u>Devil At The Door</u> - (O) Alvin Yudkoff; with Ruth White, John Kellogg, Ray Boyle, Bert Brinkerhoff, John Conwell, Margaret Barker, Stuart Germain, Jim Hickman, Wallace Rooney, Otto Hulett |
| <u>Big Town</u>                              | NBC 10:30pm | <u>Crime In The City Room</u> ; with regulars & Marian Brash, Alfred Linder, Dennis Weaver, William Erwin                                                                                         |

WEDNESDAY MAY 16  
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<u>Death Valley Days</u> (Stanley Andrews)	WRCA 7pm	<u>Diamond Babe</u> ; with Ann Savage, Jill Jarman, Charles Victor, Myra McKinney, Phil Rich, Joan Danton, Leonard Penn, Dorothy Adams, Hal Smith, Reed Howes
<u>Brave Eagle</u>	CBS 7:30pm	<u>Mask of the Manitou</u> ; re-run of 11/23/55. (Last week's episode, <u>Search for the Sun</u> , was a re-run of 11/16/55).
THE PAUL WINCHELL SHOW	CBS 8pm	(replaces ARTHUR GODFREY this time only); with Paul Winchell & Jerry Mahoney, Jaye P. Morgan(S), Bobby Van(S-D). Special music & lyrics by Ervin Drake, Jimmy Shirl
<u>Screen Directors Playhouse</u>	NBC 8pm	<u>The Dream</u> - (O) Ivan Turgenev; with George Sanders, Sal Mineo, Patricia Morison, Andre Villon, John Banner, Felix Nelson, Lita Milan, Norbert Schiller; Dir - Hugo Haas
<u>Father Knows Best</u>	NBC 8:30pm	<u>The \$10.00 Question</u> ; with regulars & Frank Sully, Wilson Wood
<u>The Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Captain Jonathan Carroll</u> ; with William Hopper, Aline Towne, Ronnie Anton, Bill Phipps, Nelson Leigh, Albert Sager, Bill White, Jr.

1. 1990年12月，在《中国环境报》上，刊登了“中国环境状况令人堪忧”的标题，并附有“中国环境状况令人堪忧”的副标题。

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10-10-68

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice G. D. Young, Chief Justice of the Supreme Court of the Province of Ontario" and "The Hon. Mr. Justice J. A. Macdonnell, Chief Justice of the Supreme Court of the Province of Quebec".



WEDNESDAY MAY 16(Cont'd)  
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|                                                 |          |                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| KRAFT TV THEATRE                                | NBC 9pm  | <u>A Profile in Courage</u> -(O) Sen. John F. Kennedy; (A)staff; Narrator: Alexander Scourby, and James Whitmore, Victor Jory, Victor Thorley, Bert Freed, Richard Shepard, James Wall, Richard Ward, Felix Munso, Paul Sperrer, Tom Shirley, Nancy Marchand, William Lee, Woodrow Parfrey, Dan Morgan; (Dir. unavailable at press time) |
| <u>20th Century-Fox Hour</u><br>(Joseph Cotten) | CBS 10pm | <u>Overnight Haul</u> - (O) Leonard Freeman; with Richard Conte, Elizabeth Scott, Richard Eyer, Forrest Lewis, Dorothy Adams, Clarence Muse, James Griffith, Robert Foulk, Claire Carleton, Jerry Har-<br>tleben; Dir - Jules Bricken                                                                                                    |

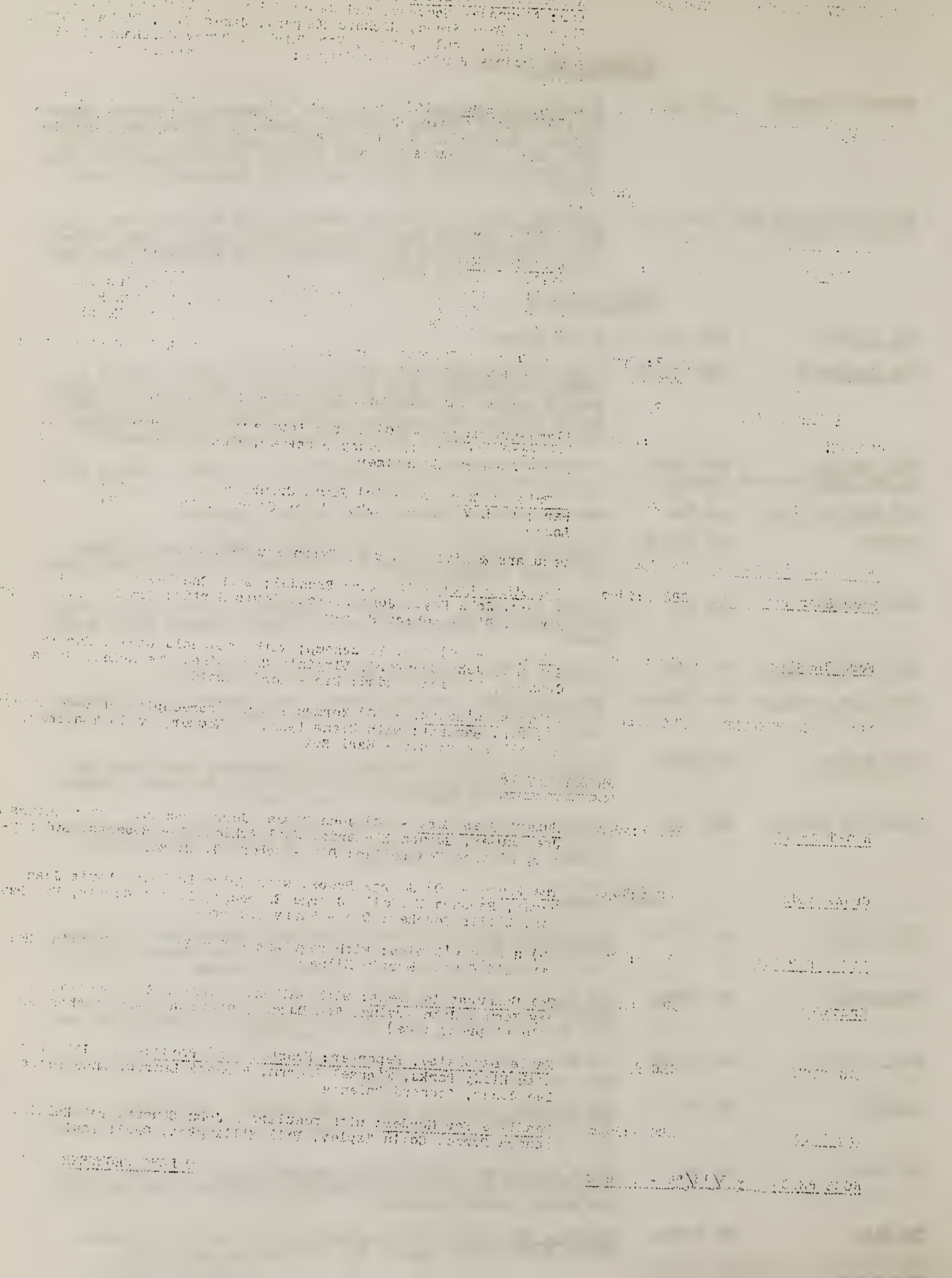
THURSDAY MAY 17  
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<u>Guy Lombardo</u>	WRCA 7pm	Martha Stewart
<u>The Goldbergs</u>	WABD 7:30pm	<u>Sammy Gets Married</u> ; with regulars & Jon Tollander, Leslie Os- trander, Flo Nelson, Ruth Holden, Roxanne Brooks, Milton Coben, Lucille Calvert, S. Davison, Jack Delmonte, Cornelius Frizell, George Cayley, Pam Lawrence, Maryanne Cohan, Lillian Herlein, Carole Norman, Regina Jouvain, Graham Velsey, Carol Hebard
<u>Sgt. Preston</u> <u>of the Yukon</u> (Richard	CBS 7:30pm Simmons)	with Charles Stevens, Patricia Vale, Russ Conklin, George Selk; (title unavailable at press time)
<u>Bob Cummings Show</u>	CBS 8pm	regulars & Diane Jergens, Lyle Talbot; (SW & SD)
CLIMAX!	CBS 8:30pm	<u>Flame-Out On T-6</u> - (O) George Lowther; with Richard Carlson, Shepperd Strudwick, Sidney Blackmer, Warren Stevens, Royal Dano; Dir - John Frankenheimer
STAR TONIGHT	ABC 9pm	<u>A Trip to Czardis</u> - (O) Edwin Granberry, (A) Elizabeth & James Hart; with Van Dyke Parks, Nancy Coleman, Laurence Hugo, Peter Lazer
<u>The People's Choice</u>	NBC 9pm	regulars & Adelle August, Byron Foulger; (SW & SD)
<u>Four Star Playhouse</u>	CBS 9:30pm	<u>The Other Room</u> - (O) Marc Brandel; with Charles Boyer, Barbara Fuller, John Hoyt, John Sutton, Lewis Martin; Tom Fadden, Robert Fortin; Dir - Robert Florey
<u>Ford Theatre</u>	NBC 9:30pm	<u>The Kill</u> - (O) D.D. Beauchamp; with Macdonald Carey, Marilyn Erskine, John Crawford, Virginia Christine, Tom McKee, Michael Granger, William Bagdad; Dir - Gerd Oswald
LUX VIDEO THEATRE	NBC 10pm	<u>Princess O'Rourke</u> - (O) Norman Krasna (screenplay of same name); (A) S.H. Barnett; with Diana Lynn, Ed Kemmer, Torin Thatcher, Russell Hicks; Dir - Earl Ebi

FRIDAY MAY 18  
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|----------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Rin-Tin-Tin</u>   | ABC 7:30pm | <u>Hubert Goes West</u> - (O) John O'Dea, Jerry Thomas; with regulars &<br>Joe Sawyer, Gordon Richards, Joel Ashley, Lee Roberts, Syd Say-<br>lor, Mildred Von Hollen; Dir - Robert G. Walker |
| <u>Crossroads</u>    | ABC 8:30pm | <u>The Judge</u> - (O) George Bruce; with Brian Donlevy, Louis Jean<br>Heydt, Barbara Woodell, George Eldredge, Donald Curtis, Hal Bay-<br>lor, Willis Bouche; Dir - Harry Joe Brown          |
| <u>Life of Riley</u> | NBC 8:30pm | (O) George O'Hanlon; with regulars & Dan Seymour, Sterling Hollo-<br>way, Sid Clute, Martin Milner                                                                                            |
| <u>Crusader</u>      | CBS 9pm    | <u>The Oakhurst Incident</u> ; with Anthony Eustrel, Edit Angold, Geoff-<br>rey Toone, John Irving, Tom Duggan, Gavin Gordon; (author unavail-<br>able at press time)                         |
| BIG STORY            | NBC 9pm    | <u>Marie Dauplaise, Reporter: Houston(Tex) Press:-</u> (A) Gail Ingram;<br>with Hildy Parks, Michael Ingram, Bernard Lenrow, Anne Pearson,<br>Lee Jones, Leonard Valenta                      |
| <u>The Vise</u>      | ABC 9:30pm | <u>Deadline for Murder</u> ; with regulars & John Stuart, Pat Halpin,<br>Sandra Dorne, Colin Tapley, Bill Billington, Cecil Paul                                                              |





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Star Stage                      NEC 9:30pm                      The Man in the Black Robe    - (0) Collier Young & Larry Marcus;  
Narr: Joseph Cotten; with Paul Douglas, John McIntire

[illegible]

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|---------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GARRY MOORE SHOW    | CBS 10am    | 5/15 - "4 Below"(June Ericson, Dody Goodman, Jack Fletcher, Gerry Matthews(S-D-C); 5/18 - Toshiko Akiyosh(M), Mickey Deems(C)                                                                                                                                                                                                                                                               |
| JACK PAAR SHOW      | CBS 1pm     | 5/15 - "The Big Four Quartette"(S); 5/17 - Roy Benson(magic), Jolie Gabor                                                                                                                                                                                                                                                                                                                   |
| NBC MATINEE THEATRE | NBC 3pm     | 5/14 - <u>A Family Affair</u> - (O) Henry Misrock,(B&W only); 5/15 - <u>Statute of Limitations</u> - (O) A.J. Russell; with Herbert Anderson, Richard Crane, Sallie Brophy,(B&W only); 5/16 - <u>Blind Date</u> - (O) Joan Cunningham,(B&W only); 5/17 - <u>To Have and to Hold</u> - (O) Irving Elman, (A) Wilton Schiller; 5/18 - <u>Edwina Black</u> - (O) William Dinner, William Morum |
| MODERN ROMANCES     | NBC 4:15pm  | 5/14-5/18 - (O) William Shakespeare, (A) Anne Howard Bailey;with Ross Martin, Valerie Bettis, Ralph Bunker, Boris Aplon, Jim Mila hollin, Phil Kenneally, Ed Peck                                                                                                                                                                                                                           |
| TONIGHT             | NBC 11:30pm | 5/14 - Jack Benny, Phineas Newborn(M); 5/15 - Rex Stewart(M); 5/16 - Hal Leroy(D), Buddy Hackett(C); 5/17 - Toshiko Akiyosh; 5/18 - Leonard Rose(M), Don Adams(C)                                                                                                                                                                                                                           |

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<u>Fury</u>	NBC 11am	<u>Joey and the Gypsies</u> - (O) Hugh King; with regulars & Pierre Watkins, Anthony Caruso, Louis Letteri, Jacqueline Way; Dir - Harold Daniels
<u>Capt. Gallant of the Foreign Legion</u>	NBC 12N	<u>Tala's Secret</u> - (O) Jack Andrews; with regulars & Francine Brandt, Daniel Lecourtois, Maurice Teynac, Emilio Carrer; Dir - Sam Newfield; re-run of 3/13/55, 7/31/55
WINCHELL-MAHONEY	NBC 12:30pm	Lillian Briggs(S), Mike Dominico(D)
PERRY COMO SHOW	NBC 8pm	Dolores Gray(C), Ronald Reagan, Lonnie Donegan(S)
STAGE SHOW	CBS 8:30pm	Roberta Sherwood(S), Kirby Stone Quartet
<u>Texaco Star Theatre</u>	NBC 9:30pm	regulars & Connie Russell, Candy Candido, Jules Buffano
<u>Gunsmoke</u>	CBS 10pm	regulars & Charles Horvath, Gil Perkins, Nancy Kulp, Howard Negley, Bob Jellison, Margarita Martin
GEORGE GOBEL SHOW	NBC 10pm	Gregg Gobel, Donald "Porky" Keeler, George "Foghorn" Winslow, Mitchell Boys' Choir
Damon Runyon Theatre	CBS 10:30pm	Macarone Kid; with Dane Clark, Taylor Holmes, Frank Wilcox

SUNDAY MAY 20  
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|-----------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FRONTIERS OF FAITH    | NBC 3pm    | <u>A Very Special Village</u> - (O) Will Lorin; with Louis Sorin, Eli Maggid, George Voskovec, Joe E. Marks, Norman Rose, Edgar Stehli, Jon Richards, Elmer Lehr, Boris Marshalov; Dir - Martin Hoade |
| <u>Telephone Time</u> | CBS 6pm    | <u>Time Bomb</u> - (O) Mrs. Saxl (notes), (A) John Nesbitt; with Osa Massen, Steven Geray; Dir - Roy Kellino                                                                                          |
| YOU ARE THERE         | CBS 6:30pm | <u>The Doolittle Raiders Take Off for Tokyo</u> ; with Russ Bender, Morris Ankrum, Russell Johnson, Wright King, Jerry Parris, Bing Russell, Joe Cranston, John Murphy, Roy Engel, Alan Dexter        |

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SUNDAY MAY 20  
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<u>Roy Rogers</u>	NBC 6:30pm	<u>Outlaw's Return</u> - (O) Dwight Cummins; with regulars & Myron Healey, Steve Pendleton, John Doucette, Tom London, Russ Scott; Dir - Robert G. Walker
<u>It's A Great Life</u>	NBC 7pm	<u>The Charity Drive</u> ; regulars & Howard McNear, Adelle August, Barbara Pepper, Robert Foulk
<u>Jack Benny</u>	CBS 9:30pm	regulars & Frank Nelson, Mary Livingston; (SD) Ralph Levy
SUNDAY SPECTACULAR	NBC 7:30pm	<u>Max Liebman Presents Maurice Chevalier</u> ; also with Stanley Holloway, Michel Le Grand, Chita Rivera; Dir - Max Liebman
ED SULLIVAN SHOW	CBS 8pm	Marcel Marceau(panto), Teresa Brewer(S), David Whitfield(S), Smith & Dale(C), Maria Tallchief(D), Nicholas Magallanes(D), "Les Petits Chanteurs de Granby"(S); Dir - John Wray
GENERAL ELECTRIC THEATRE	CBS 9pm	<u>The Hat With The Roses</u> ; with Gisele MacKenzie; (other credits unavailable until next week)
GOODYEAR PLAYHOUSE	NBC 9pm	<u>In the Days of Our Youth</u> - (O) John Secondari; with Kim Stanley, Roddy MacDowall, James Gregory, Edward Binns, Sally Gracie, Robert Webber, Rawn Harding, John Shay, Joe Bernard, Charles Mendick, John Marley; (SD)
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>A Hidden Thing</u> - (O) A.J. Russell, (A) James Cavanagh; with Biff McGuire, Judith Ames, Robert H. Harris, Katherine Warren, Theodore Newton, Richard Collier; Dir - Robert Stevens
<u>Loretta Young Show</u>	NBC 10pm	<u>Evil For Evil</u> - (O) Pauline Stone, Herman J. Epstein, (A) Lowell S. Hawley; with Loretta Young & Criff Barnett, Malcolm Atterbury, Walter Reed, Dabs Greer, Eddy Waller, Jane Darwell, Walter Flannery, Leon Tyler; Dir - Harry Keller



# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

National Telefilm Associates has been making most of the news the last couple of days. Late yesterday the firm added to its already extensive library of motion picture features a new group of 52 films bought from Twentieth Century-Fox under a 10-year distribution agreement for television showing. All were made pre-1948, but only four date from the 1935-1940 period. A day earlier, NTA acquired, through a 100 per cent stock buy, the entire catalogue of UM&M TV Corp., whose top property was the entire short subject library of 1450 films made by Paramount Pictures thru Sept 1950. Included also, are all the syndicated packages handled by UM&M. The whipped cream topping on all these multi-million dollar deals (slightly over \$4,000,000 for UM&M TV alone), was the sale by NTA to ABC of the new Jack Skirball film series, Secret Mission, to start on the net on June 29, Fridays, 8-8:30pm EDT. The series, which will be presented co-op, is based on incidents during World War II. It will replace the Adventures of Ozzie and Harriet in the time spot when the latter goes off for the summer.

The summer replacement for Arthur Godfrey's Wednesday evening show is not set yet. Frankie Laine, who had the spot last year, might handle it again for the eight-week, July-August break, but it all depends on whether or not the singer has the time. If Laine does take over again, the show would be a GAC package. In any case, this program has nothing to do with The Big Record, which also has had Laine's name connected with it. The Big Record is a one-hour CBS package, conceived by Lester Gottlieb (just named a general executive for the CBS TV program dept), intended for a fall spot. It was one of the shows offered to General Foods for its Friday, 8-9pm period, to replace Mama and Our Miss Brooks, but the GF purchase of Ziv's West Point Story for one of the spots killed the possibility of CBS getting its big one-hour show into the time. In addition to Laine, Patti Page and Jo Stafford have also been mentioned as possibilities, if interested, to head the new package.....The Russ Morgan Show, moving into the CBS lineup for the summer starting July 7, Saturdays, 9:30-10pm EDT, will be produced by Bob Bach. Singer Helen O'Connell will be a regular on the music-variety show. Casting will be thru GAC.....Ernie Kovacs' Monday evening NBC show, moving into the Sid Caesar spot for the summer, will use almost the same format as the comedian's Monday thru Friday morning show. Perry Cross and Barry Shear will respectively produce and direct the evening session as they do now during the day. The daytime show will continue thru the summer, but to lighten the Monday burden, the morning show for that day only may be presented on kine. Further plans wait for Kovacs' return from vacation.

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The Jaye P. Morgan Show, debuting June 13 as the Wednesday and Friday summer replacement for Coke Time starring Eddie Fisher, 7:30-7:45pm EDT, will be packaged by Durgom-Katz Associates ("Bullets" Durgom and Ray Katz of WMGM). Lynn Duddy will produce and write the show, with the director to be named some time this week. Joel Herron is musical director. Singer Jaye P. Morgan, assisted by the Morgan Brothers, four boy singers, make up the cast.....Regulars for the Johnny Carson Show, debuting daytime on CBS on May 28, include man-of-all-talents Glenn Turnbull, femme vocalist Laurie Carroll, and the New Yorkers quartet augmented by two, all instrumentalists and vocalists. Herb Allen is producing the Hollywood five-a-week program, with Ron Winston as director, and Milton Pascal and Morris Freedman among the writers.

Talent Associates, Ltd.; which last week signed a long-term agreement with NBC calling for the services and facilities of the New York packagers in creating and producing programs for NBC, both single shows and series; is interested in representing new writers for the one-hour television drama market. Phone calls and personal visits are not wanted. Send samples of work to Murray Susskind at Talent Associates, Ltd., 41 E 50th St., New York 22.....NBC has purchased for fall production an original television play written by Pearl S. Buck, the first work in dramatic form done by the noted novelist. Titled "The Big Wave," the story concerns itself with a Japanese fishing village.....The NBC "new comedy writers" project, in a current progress report, announces that nine writers are now under contract to the net. The list includes Herb Reich, Herb Hartig, Woody Allen, Lois Balk, Phil Green, Paul W. Keyes, Mike Miller, Bernard Ilsen and Bruce Howard.....The praise for Kim Stanley's performance in last Wednesday's Kraft Television Theatre production of "Death is a Spanish Dancer" generally ignored the fact that the script was originally used by J. Walter Thompson on last season's ABC Pond's Theatre. Lee Grant had the lead in the Pond's version. Kraft does isolated repeats of some properties held by the agency, and rarely signals them.....The press for unproduced literary properties deemed adaptable for TV is becoming greater as more prestige drama shows crowd the schedule. Producers prefer the works with some literary pretension or solid backgrounds because the production doesn't demand top stars to carry the weight if the public is at least half-way familiar with the characters. Prior renown also permits lesser-known, but possibly more capable actors to handle demanding roles in support of a couple of top star names. Agents for major properties or writers report that there are more requests for info on TV performance rights to major plays and books. There's been an even bigger amount of activity in inquiries on public domain classics for production during the 1956-57 season.

The Adventures of Sir Lancelot, currently being produced in England by Sapphire Films for Official Films, will bow over NBC on a three weeks out of four schedule, Monday, Sept 24, 8-8:30pm NYT. Whitehall Pharmacal thru Ted Bates and Lever Brothers thru J. Walter Thompson will be alternate week sponsors.....Gillette Cavalcade of Sports will continue thru the summer with live telecasts of bouts on Friday evenings on NBC for the first time since the network telecasts began on Nov 8, 1946. The usual summer replacement shows have been made up of either fight films or general sports films.....Charles Collingwood will deliver the news on the CBS net's new daytime news program starting May 28, 1-1:10pm EDT.....CBS Cartoon Theatre, the net's first major use of its Terrytoons properties, debuting June 13, Wednesdays, 7:30-8pm EDT, will have specially prepared animated footage showing host Dick Van Dyke chatting with the cartoon stars. The show will use four films each week from among the over 1,100 acquired with the CBS buy of Paul Terry's animation firm.

Ben Gage and Sol Shapiro of the William Morris Agency have flown to London to audition and cast dancers and swimmers for the London premiere of the NBC-backed Esther Williams Aqua Spectacle, scheduled for late July.....As more sponsor commitments are made for the fall, some of CBS' big packages look more chancy. Herb Shriner is reported to have been squeezed out by the Bob Crosby package in the post-Phil Silvers time on Tuesdays. The net may be forced to cut Shriner back to a half-hour to find a regular spot for its must-pay star for the fall.







Twentieth Century-Fox Hour has been renewed by General Electric, with new films starting on the program after summer reruns on Sept 19.....Jackie Gleason's indirectly-announced plans to return to a one-hour live format for next season, reviving many of his old characterizations, leaves the Nestle Co on the hook over its sponsorship of the 8:30-9pm NYT spot. It also may cost Hal Roach a net place for Gale Storm's Oh Susannah film series, which Nestle has been interested in for that time if the Gleason show stayed on film for next fall.....Donald Davis and Dorothy Mathews have practically ended their work as supervisory producers on NBC's Producers Showcase, although their contract runs to the end of the season. The program's last production before summer hiatus will be in July, with associate producer Andy McCullough currently handling the supervisory reins. Davis and Mathews, a husband and wife team, are working on plans for an independent production company, with both TV and legit play plans.

AGENCIES AND ACCOUNTS: The Benrus Watch Co., now with the Biow Co(NY), will be handled by Lennen & Newell, Inc(NY), effective July 1.....The Englander Co., another Biow account, moves to North Advertising, Inc., effective July 1.

PEOPLE GOING PLACES: Jack Carney, producer of Arthur Godfrey's Talent Scouts, is taking a medical leave of absence after which he will resume his duties with the program.....James S. Bealle named v.p. in charge of television and radio, Kenyon & Eckhardt, Inc., with v.p. Clinton F. Wheeler, Jr., appointed associate director of the dept.....Hunt Stromberg, Jr., recently named to head the ABC western regional TV network, has resigned effective May 25 to join CBS Television in Hollywood as a program executive.....William R. (Billy) Goodheart, Jr., will join NBC in an executive capacity, effective July 1, working on all aspects of net operation with Thomas A. McAvity, v.p. in charge of the TV net. Goodheart was one of the founders of the Music Corp of America in 1924 and retired from MCA in 1943.....Bertram Berman has been named director of daytime programs for the CBS TV network.....Malcom R. Johnson appointed asst director of news for CBS Television.

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